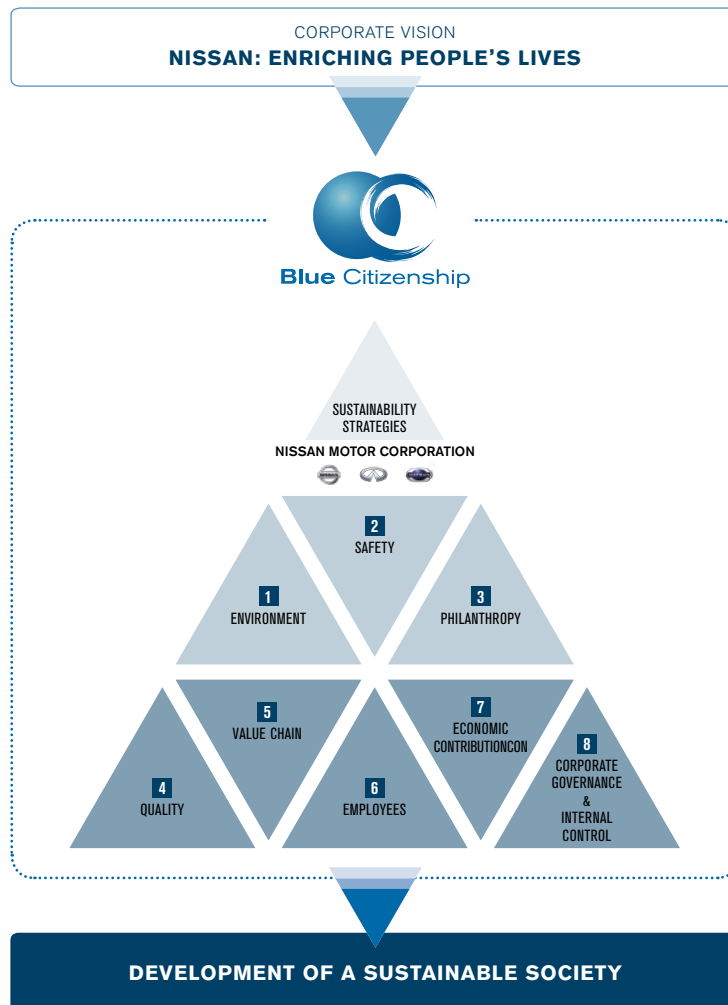# NISSAN'S EIGHT SUSTAINABILITY STRATEGIES

Through its business activities, Nissan aims not only to create economic value but also to actively contribute to the sustainable development of society.

In order to achieve this goal, Nissan has defined eight sustainability strategies. By steadily advancing these strategies and by being transparent on progress and challenges faced, Nissan is able to fulfill its responsibilities to society and build trust.

CORPORATE VISION
NISSAN: ENRICHING PEOPLE'S LIVES

Blue Citizenship

SUSTAINABILITY STRATEGIES
NISSAN MOTOR CORPORATION

2 SAFETY
1 ENVIRONMENT
3 PHILANTHROPY
5 VALUE CHAIN
7 ECONOMIC CONTRIBUTIONCON
8 CORPORATE GOVERNANCE & INTERNAL CONTROL
4 QUALITY
6 EMPLOYEES

DEVELOPMENT OF A SUSTAINABLE SOCIETY

▶▶ website

Click here for more information on the 2017 Sustainability Report.

1 ENVIRONMENT

Nissan aims to lead a social transformation aimed at bringing about a sustainable mobility society by reducing vehicles' environmental impact throughout their lifecycle and expanding the lineup of effective green products and technologies.

2 SAFETY

Nissan develops innovative technology and plays an active role in safety promotion, making the automobile society safer for all.

3 PHILANTHROPY

Nissan carries out social contribution activities as a corporate citizen, focusing on the environment, education and humanitarian support.

4 QUALITY

Nissan provides top-level quality in its products and services around the world.

5 VALUE CHAIN

Nissan promotes ethical, environmentally sound actions in all stages of the supply chain.

6 EMPLOYEES

Nissan aims to form an attractive organization where diverse human resources can achieve personal growth through experience in global business.

7 ECONOMIC CONTRIBUTION

Nissan aims for sustainable, profitable growth, contributing to economic development for all of society.

8 CORPORATE GOVERNANCE & INTERNAL CONTROL

Nissan aims to conduct fair, impartial and efficient business activities, having a high degree of transparency and consistency by adhering to the applicable laws and corporate rules.

Click below for more information about Nissan's eight strategies.

Environment: ▶▶ website
Safety: ▶▶ website
Philanthropy: ▶▶ website
Quality: ▶▶ website
Value Chain: ▶▶ website
Employees: ▶▶ website
Economic Contribution: ▶▶ website
Corporate Governance & Internal Control: ▶▶ website

▶▶ website

Click here for more information about Nissan's risk management.