Environmental Activities > Environmental Management

In April 2005, we launched the “Nissan Value-Up” business plan, in which we announced our commitment to sustainable mobility by “creating value for all our stakeholders”. Within this framework for action, we pledged to create more value for more stakeholders in more world markets than ever before.

Environment is a core element of sustainable mobility, which itself is a basic and essential condition for the sustained success of our business activities. We developed our vision and mission in 2002 with the goal of sharing our vision of the ideal company with all Nissan stakeholders worldwide. Our vision, “Enriching People’s Lives,” demonstrates one of our long-standing corporate values, while our mission signifies the role the company should play in pursuing it. Further to this, we established guiding principles to help our employees understand how they should support our mission. Nissan works to create a corporate culture that inspires the entire company to join together in meeting common goals based on our vision, mission, and guiding principles.

Our environmental philosophy and environmental policy are based on one of our guiding principles, which is to be “customer focused and environmentally friendly”. We consider it our social mission to conduct our business based on our philosophy and guiding principles to help build a sustainable and recycling-based society.

Nissan’s Environmental Philosophy and Policies

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Nissan’s Global Promotion System

In 1993, Nissan established the Environmental Management Committee, chaired by our Executive Vice President to develop company-wide policies and goals and to assess and confirm our progress in the area of environmental management. Environmental committees have been established and operated in Europe, North America, the Middle East, and Asia. In 2003, the Environmental Management Committee was expanded globally into the Global Environmental Management Committee, chaired by our CEO. At the second meeting of this committee, in October 2004, we confirmed the status of our current environmental approach and discussed the proper direction to be pursued by Nissan in its environmental preservation initiatives and strategies. (See page 55-58 for a progress update on Nissan’s Green Program 2005.)

Our goals for the environmental management systems of individual divisions are formulated under the guidance of the Global Environmental Management Committee, with each division promoting activities aimed at attaining its own divisional targets.

Environmental Management Promotion System within Each Department

Customer-focused promotion activities at the Technical Center headed by the executive vice president in charge of coordinating the technical development division. In order to coordinate the technical development division, Nissan targets five key environmental activities: “fuel economy improvements”, “exhaust emissions cleansing”, “vehicle noise reduction”, “environmental impact substance management and reduction”, and “recycling-friendly design promotion” — all within product development. The Technical Center promotes “optimization of manufacturing development operations”, “environmental risk prevention”, “promotion of resource and energy conservation” and other programs to achieve the designated goals.

One example of these is the “air-conditioner refrigerant curbs”, which signify work processes that have led to improvements in air conditioning units, which reduce refrigerants. Following these positive results, this area has been removed from the target list, with system upkeep operations now being carried out in its place.

Manufacturing and logistics divisions

In 1972, within the manufacturing division, specialized environmental management organizations were established at Nissan’s Head Office and at each plant to prevent any environmental issues. Presently, we maintain the “Manufacturing Environment Energy Committees” chaired by the Senior Vice President of the manufacturing division, with heads of the manufacturing management, logistics, manufacturing technology and plant divisions serving as members. We implement specific measures in each sector of Nissan business operations on the basis of the decisions made by this committee. In the logistics division, environmental representatives are assigned to lead activities to lower the impact exerted on the environment.

Sales companies and the Nissan Motor Co., Ltd. sales division

Our sales companies promote “Nissan Green Shop” activities — an on-site certification-based approach to environmental management created exclusively by Nissan. Under this scheme, our sales division acts as the Green Shop Activity Secretariat, and implements both regular inspections and renewal inspections in administering the Green Shop certification system. (See page 41 for Sales and Service.)