

# Communication with Stakeholders



Nissan's vision is "Enriching People's Lives." The objective of the vision is to build a sustainable future with all our stakeholders today for the future generations yet to be born. To achieve this vision, we will openly convey to all of our stakeholders Nissan's philosophy, activities, and the values which we can provide in order to deepen their understanding of Nissan as well as to share thoughts on sustainable development. There may be voices of support as well as voices of criticism. However, it is such scrutiny by our stakeholders which helps Nissan grow. Through communication with our stakeholders, we wish to build a sustainable society.

## Readers' Meeting for the Sustainability Report and Environmental Report

We issue this Sustainability Report summarizing our activities for sustainability, and a separate Environmental Report explaining our environmental activities with the expectation that these two reports will be effective tools to promote communication with stakeholders. As one such opportunity, we held a "Readers' Meeting for the Sustainability Report and Environmental Report" at Nissan Motor Co., Ltd. Headquarters in Ginza, Tokyo on February 8, 2005, and exchanged opinions on both reports with readers who had applied in advance to attend the meeting. In this four-hour discussion, the third opportunity of its kind for the Environmental Report and the first for the Sustainability Report, there were around forty participants including students, non-profit organizations, consumer groups, other individuals, suppliers, and dealers.

On the occasion of issuing the Sustainability Report and revising the Environmental Report, we made this "Readers' Meeting" an opportunity for closer and more detailed communication with the readers. Many of our staff joined the preparation for the meeting, including the staff in charge of the reports, and, as a result, the meeting was held in a relaxed atmosphere, encouraging the participants to express many frank opinions. In addition, we had a group discussion in which Nissan's staff joined and exchanged opinions on the following six



themes: "quality assurance and activities to reflect customer's voice," "human resource development," "environmental performance of automobiles," "how to cope with environment at plants, logistics and dealers," "recycling" and "safety performance of automobiles." Some of the major comments made were as follows. Positive aspect of the reports: "They are easy to read and understand because the articles have a clear story-line," and "the clear themes helped me understand Nissan's attitude."

Disadvantages of the reports: "It is difficult to understand how the Sustainability Report and Environmental Report relate to each other," "long sentences and articles made me tired," and "there is too little data in the reports."

Information requested to be covered in the reports: "Information regarding the overseas bases in other than industrialized countries," "comparison data with competitors, etc.," and "information regarding communication with business partners, local communities and consumers."

These voices were used to improve the reports, to make them easier to read and to include clearer information showing the progress from the previous year.

Your voices and comments for this "Sustainability Report" would be highly appreciated. Through communication with you, we would like to know what information to include in future reports in order to deepen your understanding of us. (Questionnaire for the "Sustainability Report 2005," → P72)

Time and date: 1:30 pm – 5:20 pm on February 8 (Tue.), 2005  
Place: Main hall of the headquarters of Nissan Motor Co., Ltd.  
Stakeholders: 38 persons (general citizens, students, non-profit organizations, consumer groups, suppliers, and dealers)  
Facilitator: Mr. Hideto Kawakita, a representative from IIHOE (International Institute for Human, Organization and the Earth)  
Nissan staff: 22 employees (in charge of public relations, environment, safety, personnel affairs, quality, production, etc.)