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# COMMUNITY ENGAGEMENT

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## Community Engagement Policies and Philosophy

In addition to delivering innovative, exciting vehicles and outstanding services to customers worldwide, Nissan believes it is important to play an active role as a community member, applying its special characteristics to contribute further to society.

When a company provides a range of resources to communities, supporting their development and proactively tackling issues, it is, in part, fulfilling its social responsibility as a good corporate citizen. Such actions also benefit the company's own operations, fostering a better business environment and creating new markets that can grow sustainably.

We work with a variety of stakeholders, both governmental and nongovernmental, pooling our respective strengths to address increasingly complex social issues. In line with Nissan's corporate social contribution policies, regional offices and affiliates work on initiatives that address issues relevant to their operations and the communities in which they operate.

## Nissan's Approach to Community Engagement

We reviewed our policies for social contribution activities in 2017, deciding to push forward with activities focused on the three areas of zero emissions, zero fatalities and zero inequality. In addition to zero emissions and zero fatalities, areas where any automotive manufacturer should make sincere efforts, we are promoting zero inequality (in other words, diversity) as an important corporate value with the aim of realizing a cleaner, safer and more inclusive society where everyone is given equal opportunities. We will not only provide financial assistance for activities in these areas but also ensure that those activities are "distinctly Nissan," making full use of our automotive heritage, expertise, products and facilities.

We emphasize communicating and working with specialized nonprofit and nongovernmental organizations that have great expertise in their fields to ensure that its social contributions are effective. We actively support the involvement of our employees in social contribution activities.

**For a Cleaner, Safer and More Inclusive Society.**



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## Community Engagement Management

Nissan's production sites have expanded globally, increasing the company's engagement with various communities through its businesses. Nissan is active in promoting social contribution activities and recognizes that contributing to the development of communities by sharing its own management resources also enhances the business environment and promotes market growth. In such activities, policies are decided at the global level and implemented in each region.

We developed a wide range of activities to meet the needs of regions centered on the three focus areas of zero emissions, zero fatalities and zero inequality set forth in the policy revision of 2017.

### Company Organization for Community Engagement

Nissan's corporate social contribution policies are discussed and approved by the Global Sustainability Steering Committee and shared globally. These corporate policies provide the basis on which initiatives are implemented across each country and region.

## Three Focus Areas for Nissan's Social Contributions Program

### Zero Emissions

Nissan's environmental philosophy is a "Symbiosis of People, Vehicles and Nature." We actively engage in efforts to reduce the environmental burden on the planet and prioritize the environment in our social contribution activities. Central to our approach are educational programs that cultivate a deeper understanding of environmental issues toward achieving a low-carbon society.

Since 2017 we have expanded our partnerships with international environmental protection organizations. We continued a forest conservation program in Indonesia in collaboration with Conservation International, an environmental NGO, and supported climate change education and awareness with the environmental conservation organization WWF Japan.

### Zero Fatalities

In addition to making vehicles safer through autonomous driving technology, we also promote traffic safety through activities to raise the safety awareness of drivers and pedestrians and to protect the socially vulnerable, including children and senior citizens.

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## Zero Inequality

We embrace diversity as a management strategy in recognition of its crucial role in boosting corporate competitiveness. Nissan's social contribution activities share this awareness and are aimed at mitigating poverty, providing assistance to the financially and socially disadvantaged and sending emergency relief to disaster-stricken communities. In 2019 we continued our partnership with the NGO Care International Japan and have worked closely to expand our educational program in Thailand, in addition to existing humanitarian efforts in collaboration with Habitat for Humanity.

## Nissan as a Community Member

We aspire to be a good corporate citizen that people are glad to have in their community. As such, we strive to be a valuable member of and active contributor to local communities wherever we operate. We support communities in a variety of ways, such as by assisting with local events, sponsoring neighborhood cleanups and other environment-improvement activities near Nissan facilities and opening those facilities to public tours. Many employees actively participate as volunteers. We engage in activities during ordinary times and also contribute to resolving social issues by supporting local communities during the natural disasters that occur with frequency around the world.

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## Contributing to Local Communities: Achievements

### Social Contribution Achievements in FY2019

Global social contributions (FY2019): ¥1.61 billion

Social contributions include:

- Expenses for implementing philanthropic activities (excluding labor costs)
- Monetary donations and NPO membership fees for philanthropic purposes
- Cash equivalents of in-kind donations
- Sponsorship fees for philanthropic initiatives

### Breakdown of FY2019 Social Contributions (Nissan Global)

	Philanthropic activities	Monetary donations	In-kind donations (cash equivalent)	Sponsorships, etc.	Total
Amount (¥ million)	549	741	60	264	1,614
% of total	34.0	45.9	3.7	16.4	100

	Disaster	Contribution in FY2019
	Donations for disaster relief	<p>Wide-area power outages caused by Typhoon Faxai (Japan)</p> <p>Torrential rains from Typhoon Hagibis (Japan)</p> <p>Volcano eruption (Philippines)</p> <p>Novel coronavirus (COVID-19) outbreak (China)</p> <p>Tornado in Tennessee (U.S.)</p>

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## Zero Emissions

### School-Visit Programs (Japan, U.K., China and Brazil)

Since 2007 Nissan has put its automobile manufacturing know-how and technologies to work by conducting school-visit programs. The programs target older elementary school students and are conducted by Nissan employees.

One educational program is the Nissan Waku-Waku Eco School,\* designed to deepen schoolchildren's understanding of global environmental issues and the initiatives undertaken by Nissan to solve them. Through experiments with model cars, test rides in the Nissan LEAF and other demonstrations, participants experience the latest environmental technology. As well as teaching participants about environmental issues, the program encourages them to reexamine how environmentally friendly their own daily activities can be.

This program has been well received, so that the number of Eco School classes in Japan has increased. As of the end of March 2020, more than 100,000 children in all have participated in Nissan Waku-Waku Eco School since its launch. The program is conducted not only by visiting elementary schools but also by inviting schoolchildren to our Tochigi, Iwaki, Yokohama, Oppama and Kyushu Plants. Moreover, 130 Eco School instructors are now in dealerships to organize the program at dealers and local events.

Outside Japan, under the banner of the Nissan Skills Foundation, Nissan Motor Manufacturing (U.K.) in Sunderland runs a wide-ranging series of educational programs from primary and secondary schools, including Eco School, a six-hour course in which students learn about environmental issues and NMUK's wind power program.

In China, Nissan (China) Investment (NCIC) and three joint venture companies offer educational opportunities; the Nissan Dream Classroom, an online education program developed with the assistance of UNESCO China. One of the six modules, Eco Classroom, includes environmental learning, understanding how electric motors work and an experiment involving a model car.

In 2019, NISSAN DO BRASIL AUTOMOVEIS (NBA) began an environmental education program Escola Verde (Green School) at one elementary school in a neighborhood at the Resende City, located near a Nissan plant in Brazil. Escola Verde teaches about climate change and about rainwater use and nutritional diversity, which includes a component to raise vegetables in schoolyards. In addition to engaging children to live in harmony with nature, the lessons also filter through to the community to the children and teachers at other schools and parents, building environmental awareness.



School children participating in Escola Verde (the green school)

\* Click here for more information on the Nissan Waku-Waku Eco School.

<https://www.nissan-global.com/EN/CITIZENSHIP/PROGRAMS/EDUCATION/index.html>

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### Partnership with the World Wide Fund for Nature Japan (WWF Japan)

We have entered into a partnership with the environmental conservation body WWF Japan to support its climate & energy project. WWF Japan supervised the materials used in Nissan Waku-Waku Eco School, and we work in partnership on a wide range of fronts, such as the planning of jointly held events. In addition, we supported WWF Japan's Earth Hour 2020 environmental awareness event, with Nissan's regional companies around the world taking part in a symbolic lights-off event.

### Partnership with Conservation International (CI) (Indonesia)

In 2017, we began working with the environmental NGO, Conservation International (CI), to restore degraded forests around

Indonesia's Mount Agung, so that they may continue to provide fresh water to the urban areas of Bali. This initiative takes a comprehensive approach to improve the environment around rivers and coastal areas by restoring forests in mountainous upstream regions, in conjunction with government bodies



Three thousand sandalwood seedlings were raised and planted in January 2020.

and local communities.

In addition, we are working to find supplemental sources of income for local citizens, such as helping them to create, market and sell sustainable products derived from locally grown plants.

### Urban Green Lab (UGL): A Unique Environmental Education Program (U.S.)

Nissan North America (NNA) supports a nonprofit organization in Nashville, Tennessee called Urban Green Lab (UGL). UGL gives children the opportunity to think and learn about environmentally friendly, sustainable lifestyles, connecting these with their own experiences. With Nissan's support, and in partnership with Vanderbilt University's Peabody College of Education and the Dept. of Environment & Conservation, UGL created Tennessee's first-ever statewide curriculum on sustainable living and waste prevention and launched it at public schools in both Nashville and Memphis. In fiscal 2019, 57 Nashville school "learning communities" (clusters of teachers) were established and 183 teachers trained. UGL and Nissan have a special partnership due to their shared concern for the well-being of their communities and the valuable natural resources we share. Each year Kiddovation is a fun event where our organizations partner together as UGL brings the Mobile Lab which UGL produced using a Nissan TITAN XD to NNA Headquarters and educates employees' children on sustainable practices that they can implement at home with their parents.

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## Zero Fatalities

### Partnership with the Federation Internationale de l'Automobile (FIA) (Global)

Nissan is an official supporter of FIA Action for Road Safety, a campaign to raise public awareness of safer roads, as advocated by the Federation Internationale de l'Automobile (FIA). We widely publicize the campaign's message about the importance of safe driving and promote the FIA Golden Rules, a compilation of rules for traffic safety.

### Hello Safety Campaign to Protect Children (Japan)

Since 1987 we have collected donations from employees for the Hello Safety Campaign, which we launched in Japan in 1972 to contribute to the promotion of traffic safety awareness campaigns near our business sites. In addition, donations to help prevent traffic accidents were sent to children in the neighborhoods of Nissan business sites through local traffic safety associations, municipalities and other organizations.

In fiscal 2019 we created the "Wheel Spinning (Guru-Guru) Exercise" with Niigata University to promote and encourage awareness of safe driving among elderly drivers. This exercise is designed to support mainly elderly drivers in raising their muscle strength and cognitive abilities by making

daily exercise a part of their lifestyles so they can continue to drive safely. Nissan and Niigata University worked together on the concept, while Niigata University choreographed the exercise.



"Wheel Spinning (Guru-Guru) Exercise" created together with Niigata University

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## Zero Inequality

### Educational Program in Cooperation with CARE International (Thailand)

Since 2017, we have run the Youth Leadership Development Program for students in middle and high schools in Ayutthaya and Rayong provinces in Thailand. In these classes, held in cooperation with local schools, students learn leadership, teamwork and other qualities necessary in community development, along with science, technology, engineering and mathematics (STEM) content. The program also includes occupational skills training in a micro-business activity, with a focus on supporting female students in particular.

Since fiscal 2018, the program was expanded to schools in Samut Prakan province, near Nissan Motor Thailand (NMT). Nissan employees play an important role in the initiative, volunteering to be part of activities and



Youth Leadership Development Program through STEM Education

workshops.

Since its launch in 2017, the Youth Leadership Development Program has reached more than 1,400 students across 10 schools in Ayutthaya, Rayong and Samut Prakarn provinces and inspired more than 60 student projects.

### Partnership with Habitat for Humanity (North America)

NNA has been collaborating with the NGO Habitat for Humanity (Habitat) continuously since 2005. Habitat, an international aid organization that fosters hope by helping people



The team of NNA employee volunteers

build or improve their homes, has a vision of "a world where everyone has a decent place to live." The nonprofit works to construct homes, revitalize neighborhoods and support families' self-reliance in more than 70 countries across the world.

Since the partnership began in 2005, NNA and Habitat have worked directly with more than 135 families to build safe, affordable and sustainable homes. Up until now, Nissan employees have logged more than 116,000 volunteer hours cumulatively building homes with Habitat for Humanity.

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Since the inception of the Nissan Canada Foundation's partnership with Habitat in Canada in 2008, more than 1,400 Nissan Canada dealership and head office employees have spent over 9,000 hours volunteering, contributing to 50 home builds from Halifax to Vancouver. In total, the Nissan Canada Foundation's contribution of donations and volunteer hours toward Habitat has exceeded 1 million CAD, an important milestone for Nissan Canada.

### Sponsorship of Disability Sports (Japan)

In December 2019, we sponsored the Nissan Cup Oppama Championship 2019 (20th National Wheelchair Marathon) in Yokosuka, Kanagawa prefecture, co-hosting the event with local organizations.\* The competition has been held since 2000 with the aim of increasing the profile of disability sports, improving the level of competitors, engaging people in the area and building caring communities. A total of 198 participants competed in the road race held on public roads between GRANDRIVE, Nissan's proving ground in Oppama Plant, and Oppama Station, on the Keihin Kyuko Line. In addition 337 Nissan employee volunteers joined local community volunteers, supported running the event by being part of the steering committee, managing the road race and preparing and keeping order on the course.

\* Click here for more information on the Nissan Cup Oppama Championship (Japanese only). <https://www.nissan-global.com/JP/CITIZENSHIP/NISSANCUP/>

### Outreach to Pupils to Talk About Monozukuri (Japan, China, U.K. and Other Countries)

Through activities that are engaging and fun, we deepen young people's understanding of monozukuri, Japan's tradition of craftsmanship and manufacturing.

In Japan, the magic of monozukuri is shared by Nissan employees through elementary school-visit programs: the Nissan Monozukuri Caravan and the Nissan Design Waku-Waku Studio.\* Some 22,000 children participate in the programs every year. In China, NCIC and other regional companies hold classes for pupils.

The Nissan Monozukuri Caravan also operates in the United Kingdom at the Sunderland Plant. The program runs five days per week during school terms, welcoming more than 4,500 primary pupils per year. The Nissan Skills Foundation was established in 2014. As of November 2019, it has engaged more than 60,000

students from schools across the region through various activities to inspire the engineers and manufacturers of the future. The Skills Foundation now supports three International STEM



The Nissan Skills Foundation promotes STEM education for female students.

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challenges for school children, VEX IQ robotics, FIRST Lego League and F1 in schools and in this year's competitions teams supported by Nissan all qualified from Regional and National events through to International finals. For all of these activities Nissan supports local teams with equipment, resources and knowledge. One core program for the foundation is Industrial Cadets, a nationally recognized program aimed at helping pupils aged 13—14 to engage with manufacturing and engineering professionals. More than 2,100 students have been through the program. The foundation also fosters diversity through the Girls in Monozukuri, Manufacturing and Engineering (GIMME) and GIMME Booster programs. These introduce young girls to available career options and help improve their chances of getting through the recruiting process. These female only sessions have now engaged with over 2,000 young women, and female participation in all programs is 46%. In 2019, the skills foundation also rolled out a new initiative for Year 3 Primary school (age 6-7) where activity boxes are provided to local school full of all the resources and instructions for schools to do projects on Nissan. This includes making their own Daruma Heads and activities focusing on Japanese culture and the heritage of the business. In addition, the company donates vehicles and engines to universities and vocational schools to be used for instructional purposes in many countries. Access to real-world vehicles helps students build their skills and practical knowledge.

\* Click here for more information on the Nissan Monozukuri Caravan and the Nissan Design Waku-Waku Studio.  
<https://www.nissan-global.com/EN/CITIZENSHIP/PROGRAMS/EDUCATION/>

### Education Support for Children and Youth (China)

Since 2013, NCIC has operated the Nissan Dream Classroom educational program, which helps elementary pupils. The program has gradually expanded its area of operation and the scope of its classes to include such topics as the environment, monozukuri, design, painting, intelligent driving and the basics of automotive culture and engineering, as well as special-edition programs for Nissan dealerships. A total of four companies in China began holding these classes in 2015, expanding in scale each year and actively engaging in educational programs.



Nissan Dream Classroom in Gansu province

NCIC has expanded Nissan Dream Classroom activities toward society. Through cooperation with Nissan dealerships, Beijing Auto Museum and local auto shows, the program was offered in various platforms and benefited 500,000 students by the end of 2019. In December 2019, a group of 67 students and teachers from primary schools in China and members of UNESCO Gansu Provincial Association visited Nissan GHQ and Oppama Plant. The visit could become their valuable experience to deepen what they have learned from “Nissan Dream Classroom”.

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### Developing the Next Generation of Scientists and Engineers (U.S.)

In the United States, NNA is investing in the workforce of tomorrow through support of STEM initiatives and technical education training programs. We provide financial support to develop STEM programs for students in elementary, middle and high schools and to support university STEM programs.

In Tennessee, where Nissan has two major assembly plants, Nissan and its employees support the Music City BEST (Boosting Engineering Science and Technology) Robotics Competition in Nashville. Student teams design and build working robots from standard kits of simple building materials and then compete to perform specific tasks in three minutes. In fiscal 2019, 302 students took part, and 22 Nissan employees volunteered as team mentors or competition judges. In this project-based STEM program the students solved real-world science and engineering problems, helping them to develop technological literacy skills that may help shape their long-term education and career direction.



Music City BEST Robotics Competition 2019

### “Onigiri Action” helps provide school lunches to children in developing countries in partnership with Nissan Serena

Through its branding of the Nissan Serena, Nissan has participated as a flagship top sponsor in “Onigiri Action”, a program run by the nonprofit organization TABLE FOR TWO International (TABLE FOR TWO). The organization aims to right the global food imbalance by providing healthy school lunches to children in developing countries. “Onigiri Action” is a program in which five school lunches are donated to children in Africa and Asia each time a picture related to onigiri (rice balls) is posted on social media through the program. Nissan has supported this program since 2018, believing TABLE FOR TWO’s philosophy was aligned with Nissan Serena’s concept of “continuing to be a minivan for families that broadens the potential of children”. As an Nissan initiative as a top sponsor of Onigiri-Action related to the Nissan Serena, Nissan donated 10 school lunches for every social media post—double the ordinary amount—and encouraged customers visiting Nissan showrooms nationwide to upload photos of themselves enjoying onigiri. Through these activities, Nissan provided approximately 110,000 school lunches in two years (2.65 million meals were provided overall through



Children holding cups containing school lunches

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Onigiri Action). In 2019, Onigiri Action received the SDGs Deputy-chief's Award (by the Minister of Foreign Affairs) at the "Japan SDGs Award" in recognition for its activities.

## Nissan as a Community Member

### Support for regions affected by Great East Japan Earthquake (Japan)

#### Employee Volunteer Activities in Hirono and Namie, Fukushima prefecture

We provided various forms of support in the immediate wake of the Great East Japan Earthquake of March 11, 2011, and we have continued to help affected regions rebuild through strong employee participation. In fiscal 2019, we continued our support activities from the previous year in the district of Futaba, Fukushima prefecture, with the participation of 26 employees from several Nissan facilities. Together with the Iwaki OtentoSUN Enterprise Cooperative, based in Iwaki, Fukushima, Nissan employees engaged in various activities, including preparing a disaster-prevention green belt, maintaining organic cotton fields in Hirono, and removing weeds and



A group photo during volunteer activities in Hirono and Namie

planting flowers in the area surrounding Namie train station. In addition, we visited the Ukedo district, which was devastated by the

tsunami, and toured by bus the "difficult-to-return zones" due to radiation that currently make up 80% of Namie.

#### Bringing Smiles to Children in Disaster-Stricken Areas

Nissan established the Nissan Smile Support Fund in 2011 with the goal of helping children in disaster-stricken areas smile again. The Nissan Smile Support Fund offers assistance that meets the changing needs of such regions, operating free schools and places to go after school and providing learning venues for deepening regional understanding as well as recreational and nature experience programs. Programs are conducted by 10 NPOs that are independently active in Iwate, Miyagi and Fukushima prefectures.

#### Addressing Other Natural Disasters

##### Wide-area power outages caused by Typhoon Faxai (Japan)

The Nissan LEAF proved uniquely suited to providing relief in times of natural disaster as a mobile storage battery, during the widespread power outages that continued at evacuation centers and welfare facilities in Chiba prefecture caused by Typhoon Faxai in September 2019.

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Nissan provided electricity by bringing 53 Nissan LEAF electric vehicles and portable power stations (known as Power Movers) at local government authorities, welfare facilities, childcare facilities and other locations. These were used primarily to run fans to prevent heat stroke and to charge mobile phones to ensure residents had access to information as well as a power source to light up water supplies at night. In addition, 50 charger cables provided by Nissan employees were used to charge mobile phones.

#### Torrential rains from Typhoon Hagibis (Japan)

Nissan donated ¥10 million and matched employee donations raised to provide funds in relief of those suffering damage from torrential rains when Typhoon Hagibis struck in October 2019. Nissan employees volunteered in Iwaki and 68 vehicles were lent out in Iwaki and Koriyama in Fukushima prefecture to support disaster relief efforts. In addition, Nissan and Nagano Nissan Motor Co., Ltd. lent out four Nissan LEAF to the volunteer center for disaster relief in Nagano to supply electricity.

#### Volcano eruption (Philippines)

Nissan Philippines (NPI) donated three Navara to the Philippine Red Cross to support relief efforts for those affected by the Taal Volcano eruption in January 2020.

#### Novel coronavirus (COVID-19) outbreak (China)

In January 2020, Nissan Motor Co., Ltd., Nissan (China) Investment (NCIC) and Nissan's joint venture in China, Dongfeng Motor Company Limited (DFL) together donated 5 million RMB and 100,000 masks to support the fight against the COVID-19 in Hubei province.

#### Tornado in Tennessee (U.S.)

Nissan North America (NNA) donated \$150,000 to the American Red Cross to support relief efforts for those affected by a tornado that struck Tennessee in March 2020.

#### Foundation Support Activities (U.S., Australia and Brazil)

In the United States, we support many communities through the Nissan Foundation, which funds educational programs encouraging people to value the cultural diversity that exists within American society. Established in 1992, the Nissan Foundation has contributed over \$11.5 million to more than 150 nonprofit organizations across the country as of the end of March 2020. In fiscal 2019 the foundation donated \$740,000 to 30 U.S. organizations. Nissan Motor Australia (NMA) supports philanthropic activities through the Nissan Australia Foundation. Since fiscal 2017 it has supported small and medium-sized Australian charitable organizations, helping to expand or

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continue their activities. NMA has adopted a new employee policy, allowing staff to take volunteer leave each year to contribute to the communities in which they work and live.

Additionally, Nissan Do Brasil Automoveis (NBA) reexamined the activities of the Instituto Nissan, established in 2013 for philanthropic purposes, revitalizing and strengthening its programs for encouraging employee volunteer activity. During fiscal 2019, Instituto Nissan developed a series of programs, from environmental education to social engagement and open innovation, interacting with a variety of stakeholders that support the organization on its social contribution to a very important region in Rio de Janeiro, Brazil.

### Nissan Global Foundation (Japan)

The Nissan Global Foundation\* pursues the vision of realizing a prosperous future society through human resource development by conducting various training programs.

One main focus is enhancing science education at elementary and middle schools and science workshops by fostering logical and scientific thinking skills among schoolchildren. The foundation grants ¥700,000 per project for teaching material in two years. In addition, the foundation grants “Science Education Awards” to schools with the best performance so as to encourage competition and promote dynamism.

Additionally, since fiscal 2018, the foundation has awarded the Nissan Global Foundation “Rikajo” Prize to elementary and middle schools,

museums and other educational institutions that have dramatically increased interest in science among female students.

Furthermore, from fiscal 2019, we started a program to develop the talent of the future and launched a project to create a class designed for future leaders based on joint research with Waseda University.

\* Click here for more information on the Nissan Global Foundation.

<https://www.nissan-global.com/EN/CITIZENSHIP/FOUNDATION/>

\* Click here for more information on the Nissan Global Foundation official website in Japanese.

<https://www.nissan-zaidan.or.jp/>

### Nissan Institute of Japanese Studies, Oxford (U.K.)

Founded at the University of Oxford in 1981, the Nissan Institute of Japanese Studies\* is a well-known European center for research on modern Japan that contributes to the promotion of mutual understanding between Japan and Europe.

\* Click here for more information on the Nissan Institute of Japanese Studies.

<https://www.nissan.ox.ac.uk/>