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# PHILANTHROPY

The world faces many issues, ranging from climate change and energy security to overpopulation and poverty. These issues will require societywide efforts to ensure that future generations can continue to enjoy prosperity.

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.

Nissan works with a variety of stakeholders, including governmental bodies and nonprofit and nongovernmental organizations, to maximize the success of such initiatives. In line with Nissan's corporate philanthropy policy, regional offices and affiliates work on initiatives that address issues relevant to their operations and the communities in which they operate.

**Global social contributions (including donations and monetary contributions):**

**¥1.8 billion**

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## PHILANTHROPY

### SCORECARD FY2014 TARGET ACHIEVEMENT RATE: ✓✓ ACHIEVED ✓ MOSTLY ACHIEVED ✗ NOT ACHIEVED

Nissan makes year-round use of the CSR scorecard as a fundamental tool to manage, review and validate its progress in each of the sustainability strategies defined for its CSR activities. The table below shows some of the values behind Nissan's ongoing activities and the indices used in the scorecard to gauge the company's performance.

| Nissan Priorities    | Nissan Objectives  | Indicators of Progress                                      | FY2013 Results  | FY2014 Results  | Assessment   | Action Planned for Next Year Onward   | Long-Term Vision  |
|----------------------|--|---|---|---|--|---|---|
| Environment          | Increase future generations' understanding of environmental issues through education programs                      | Ongoing program implementation and regional expansion       | <ul style="list-style-type: none"> <li>Expanded school-visit program in Japan</li> <li>Held pilot school-visit program in the U.K.</li> </ul> | <ul style="list-style-type: none"> <li>Continued program in Japan</li> <li>Conducted program in China and Europe</li> </ul>   | ✓✓   | <ul style="list-style-type: none"> <li>Continual improvement of program in Japan</li> <li>Work together with different regions to steadily expand countries and areas where program is held</li> </ul>  | <ul style="list-style-type: none"> <li>Contribute to development of both business and society as a global corporation</li> <li>Centered on "environment," "education" and "humanitarian support," conduct activities that make maximum use of Nissan's strengths and resources</li> <li>Balance global perspectives with the most appropriate activities for each region</li> </ul> |
| Education            | With focus on investment in future generations, implement education programs centered on children and young people |   | <ul style="list-style-type: none"> <li>Expanded school-visit program to Mexico and the U.K.</li> </ul>  | <ul style="list-style-type: none"> <li>Expanded Nissan Monozukuri Caravan to China and the U.K.</li> <li>Introduced new education program in the U.K. and Indonesia</li> </ul>  | ✓✓   | <ul style="list-style-type: none"> <li>Work together with different regions to steadily expand countries and areas where program is held</li> <li>Research and implement initiatives for tackling social issues in different countries</li> </ul> |   |
| Humanitarian support | Provide rapid support for areas affected by natural disasters  |   | In-depth understanding of local needs and provision of timely support   | <ul style="list-style-type: none"> <li>Established disaster-response processes and communicated them to responsible managers in Japan/U.S./Europe</li> <li>Continued supporting areas affected by the Great East Japan Earthquake (voluntary activities by employees, Nissan President Fund)</li> </ul> | <ul style="list-style-type: none"> <li>Supported those affected by earthquake in Yunnan, torrential rain in Hiroshima and Ebola in Liberia</li> <li>Continued supporting areas affected by the Great East Japan Earthquake (voluntary activities by employees, the Nissan President Fund, vehicle donation)</li> </ul> | ✓✓  |   |
|                      |  | Conduct activities in partnership with Habitat for Humanity | Continued cooperation of projects and geographic expansion  | <ul style="list-style-type: none"> <li>Began five-year project in Myanmar</li> </ul>  | <ul style="list-style-type: none"> <li>Supported projects in Myanmar, Vietnam, Thailand, Indonesia and Japan</li> </ul>  | ✓✓  |   |

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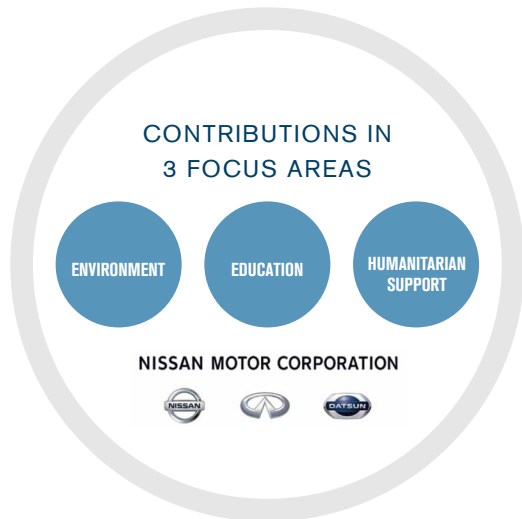
**NISSAN'S APPROACH TO PHILANTHROPY**

Nissan's social contribution activities focus mainly on the areas of the environment, education and humanitarian support. The company not only provides financial assistance but also pursues activities that are "distinctly Nissan," making full use of its automotive heritage, expertise, products and facilities.

Nissan emphasizes working with specialized nonprofit and nongovernmental organizations that have great expertise in their fields to ensure that its social contributions are effective.

Nissan's local companies support employee involvement in social contribution activities.

Contributions to Communities Where Nissan Conducts Business



**COMPANY ORGANIZATION FOR PHILANTHROPY**

The CSR Department at Nissan's Global Headquarters in Japan is responsible for developing Nissan's corporate philanthropy policy. The policy is discussed and approved by the Executive Committee and shared throughout Nissan's global operations. The corporate policy provides the basis on which initiatives are implemented across the company worldwide.



Click here for more information on the Executive Committee.

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**ENVIRONMENT**

**Nissan's environmental philosophy is "a Symbiosis of People, Vehicles and Nature." Nissan actively engages in efforts to reduce the environmental burden on the planet and prioritizes the environment in its philanthropic activities. Central to its approach are educational programs that cultivate a deeper understanding of environmental issues and the promotion of research toward reaching a low-carbon society.**

**School-Visit Programs (Japan)**

Since 2007, Nissan has put its manufacturing know-how to work by carrying out three types of school-visit programs. The programs target older elementary school students and are delivered by Nissan employees.

One educational program is the Nissan Waku-Waku Eco School, which helps participants to deepen their understanding



Click here for more information on the Nissan Waku-Waku Eco School (Japanese only).

website

of global environmental issues. Participants also learn about Nissan's environmental efforts and experience the latest in environmental technology, including test rides in the Nissan LEAF electric vehicle. Classes are developed in cooperation with the NPO Weather Caster Network (WCN), whose staff members support delivery of the lessons.

This program has been so well received that Nissan has increased the number of Eco School classes in Japan. In fiscal 2014, about 6,000 pupils from 60 schools, mainly in Kanagawa Prefecture, attended the program (including visitors to program exhibitions). Since the launch of the Nissan Waku-Waku Eco School, a total of 31,000 children have participated as of the end of March 2015. Classes have also begun outside Japan. In fiscal 2013, Nissan Motor Manufacturing (UK) Ltd. (NMMUK) launched a successful pilot activity with children from local primary schools.

**Support for Environmental Projects (U.S.)**

The Harpeth River in central Tennessee features a varied and unique ecosystem and is a state-designated scenic river. In September 2014, to help preserve the aquatic life in the river and its tributaries, Nissan donated \$50,000 to the Harpeth River Water Association (HRWA), an organization that provides scientific and other specialized knowledge supporting water policy at a regional and state level. Nissan funding supports the HRWA's programs to continuously improve water quality in the Harpeth River, contributing to environmental protection in its 1,600 kilometers of tributaries.

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**EDUCATION**

**Nissan believes that supporting young people is an investment in the future. To help realize a meritocratic society where a better future is possible for anyone, the company has established several educational initiatives that utilize its knowledge and technology base, in addition to working to provide elementary school education opportunities in emerging countries.**

**Youth Literacy Efforts (Japan, Portugal, U.S. and Indonesia)**

Nissan has organized the Nissan Children's Storybook and Picture Book Grand Prix\*1 each year since 1984. Through March 2015, more than 200,000 copies of published winning works have been donated to public libraries across Japan and kindergarten classrooms near Nissan offices.

In 2012, Nissan's office in Portugal, Nissan Iberia, S.A. (NIBSA), established a similar program in which the company identifies talented, young writers in schools within the country and provides opportunities for book publication in cooperation with local governments.

In Tennessee, the site of the company's North American headquarters, Nissan supports the Governor's Books from Birth Foundation literacy program in collaboration with the Dolly Parton Imagination Library.\*2 The program aims to foster a love of reading among preschool children, resulting in improved long-term educational outcomes.

Nissan Motor Indonesia has launched "Datsun Rising Hope" as the first Datsun-initiated CSR campaign. In its initial phase, the company deployed Datsun GO+ Panca units as mobile library cars

▶▶ website | \*1 Click here for more information on the Nissan Children's Storybook and Picture Book Grand Prix (Japanese only).

▶▶ website | \*2 Click here for more information on Nissan's support for the Dolly Parton Imagination Library.

for four months beginning in January 2015. A social campaign has also been initiated to encourage the public to donate used children's books and educational toys to local children in Greater Jakarta and Purwakarta in West Java.

**Outreach to Pupils to Talk About Monozukuri (Japan, U.K., U.S., South Africa, Indonesia and Other Countries)**

Through engaging and fun activities, Nissan works to instill in younger generations the importance of *monozukuri*, Japan's tradition of careful craftsmanship.

In Japan, the message of *monozukuri* is shared through school-visit programs, the Nissan Monozukuri Caravan and the Nissan Design Waku-Waku Studio, which take Nissan employees to visit elementary schools.\*1 Some 20,000 children participate in the programs every year. The Nissan Monozukuri Caravan also operates in the United Kingdom, where the Sunderland Plant welcomes groups from local elementary schools.

Other programs with students, such as the U.K. Annual University Engineering Summit with Nissan's R&D Center (NTC-E Cranfield) or contributions to "See Inside Manufacturing" with Nissan Motor Manufacturing (UK) (NMUK) entities, enable Nissan to engage with the next generation of automotive professionals. The company has also expanded its U.K. educational programs by launching the Nissan Skills Foundation\*2 to inspire the next generation of design engineering and manufacturing talent. Over two years, more than 15,000 students will experience the latest automotive design, cutting-edge engineering and innovative manufacturing through a range of workshops, competitions, practical activities and plant tours. The educational program will involve activities based on Formula One racing, which is supported by Nissan.

▶▶ website | \*1 Click here for more information on the Nissan Monozukuri Caravan and the Nissan Design Waku-Waku Studio (Japanese only).

▶▶ website | \*2 Click here for more information on the Nissan Skills Foundation.

In addition, the company donates vehicles and engines to universities and vocational schools to be used for instructional purposes in many countries, including the United States, South Africa and Indonesia. Access to real-world vehicles helps students build their skills and practical knowledge.



In the United Kingdom, the Nissan Monozukuri Caravan is operated as part of the Nissan Skills Foundation.

**Education Support for Children in Need (Brazil, China and South Africa)**

In Brazil, where Nissan's new plant started operations in 2014, the company has established Instituto Nissan. This foundation for the education of children and young people aims to promote development of the communities where Nissan operates. The foundation supports a wide range of educational programs in Rio de Janeiro, where Nissan do Brazil Automoveis Ltda.'s head office is based; in Resende, where the new plant is located; and in Sao Paulo and other locations where Nissan has offices. These programs focus on a range of areas including raising awareness of environmental issues, improving health and promoting exercise and sport. In addition, future career guidance and training are provided.

Nissan has also worked together with the public sector in the state of Rio de Janeiro to construct a daycare facility in Resende for 170 children between three months and six years of age. This is the first such effort by the automotive industry. Since its foundation in 2013, Instituto Nissan has supported 23,905 people with a financial contribution totaling \$465,000 (as of December 2014).

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Since 2010, Nissan (China) Investment Co., Ltd. (NCIC) has operated the "Nissan Caring for Migrant Children" program in China. To further enhance this program, in 2013 NCIC launched the "Dream Classroom" program, which helps elementary and middle school pupils in economically disadvantaged districts. Through these activities, NCIC supported 4,428 pupils during fiscal 2014.

In fiscal 2014, Nissan South Africa (NSA) provided the Mobile Eye Clinic, screening 5,900 schoolchildren, providing 1,200 pairs of glasses and introducing medical facilities for those children who needed treatment. This child eye health project, which has been operating for five years, helps children from disadvantaged backgrounds gain access to eye care, enhancing their ability to see and learn.



The Mobile Eye Clinic (South Africa).

**Improving Education**

**Nissan Global Foundation (Japan)**

The need to create a sustainable society is a global challenge. Recognizing this, the Nissan Global Foundation pursues the vision of helping to achieve a society whose members can look to the future with hope while creating opportunities to foster human resources. Working toward this goal, the Foundation provides financial support for training programs.

A key part of this outreach is a concerted effort to enhance science education. Support recipients include elementary and junior high schools, as well as research groups, that are implementing

educational programs to foster scientific thinking skills among children and training programs to improve the science teaching skills of instructors, for example. In fiscal 2013, the Foundation launched the Science Education Awards in Japan. The Foundation aims to spark fresh interest in science education by presenting awards to schools with the best performance in the course of the two-year program, whose activities are expected to have beneficial ripple effects on broader society.

Since fiscal 2014, the Foundation has also run the Exciting Science Navigation program with the aim of fostering a high level of scientific thinking in as many children as possible. The hands-on program for elementary and junior high school teachers combines tours of cutting-edge research facilities, opportunities for direct communication with researchers and workshops that enable teachers' discoveries to be practically applied in the classroom. Program activities take place at the Institute of Physical and Chemical Research (Riken), the University of Tokyo's Institute of Industrial Science and the Waseda University Center for Advanced Biomedical Sciences.

▶▶ [website](#) | [Click here for more information on the Nissan Global Foundation \(Japanese only\).](#)

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

Founded at the University of Oxford, 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.

▶▶ [website](#) | [Click here for more information on the Nissan Institute.](#)

**HUMANITARIAN SUPPORT**

**Nissan has provided assistance around the world to people who have been affected by large-scale natural disasters. The company has expanded its humanitarian efforts to include new initiatives in emerging countries through a global partnership with Habitat for Humanity.**

**Partnership with Habitat for Humanity**

Nissan started collaborating with Habitat for Humanity in the wake of Hurricane Katrina, which struck the American Gulf Coast in 2005. Habitat for Humanity carries out its activities around the globe, building or repairing houses to aid people in need of safe, affordable housing.

Nissan expanded this partnership in 2012 and fully endorses the vision behind these activities, which are in accordance with the company's vision of Enriching People's Lives. The area of operations has broadened beyond North America and Japan to other areas, with Nissan's regional companies and their employees contributing their time by volunteering for construction and other related activities.

In Myanmar, where a plant manufacturing Nissan vehicles will be completed in 2015, the company is working together with the international NGO World Concern on a five-year project with the goal of creating hygienic, disaster-resistant communities. In South Africa,



Nissan Vietnam employees helping to build homes (Vietnam).

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fiscal 2014 saw a ceremony to hand over 50 newly completed homes to local residents. Activities are also ongoing in Vietnam, Thailand and Indonesia, where Nissan employees volunteer to build and repair houses and develop communities with higher levels of resilience, helping residents to be better prepared in the event of a disaster.

▶▶ website | [Click here for more information on Nissan's partnership with Habitat for Humanity.](#)

**Addressing the 3/11 Disaster (Japan)**

**Employee Volunteer Activities in Tohoku (Japan)**

In areas affected by the Great East Japan Earthquake, there are still households that are unable to repair their damaged homes due to their economic circumstances. Through the voluntary efforts of company employees, Nissan has twice participated in joint projects with Habitat for Humanity to repair the houses of people living in unsafe conditions.

**Bringing Smiles to Children in Tohoku (Japan)**

The Nissan President Fund, launched by CEO Carlos Ghosn in 2011, implements programs to bring smiles back to the faces of children in areas affected by the Great East Japan Earthquake. For example, in the Asobi (Play) Plus One program, NPOs with a range of specialties provide unique programs in local children's centers in Iwate, Miyagi and Fukushima Prefectures. Another initiative, the Odekake (Take a Trip) program, provides students with hands-on learning experiences and fun excursions during school breaks.

▶▶ website | [Click here for more information on the Nissan President Fund \(Japanese only\).](#)

**Donation of NV200 Vanettes in Fukushima Prefecture**

The company donated one NV200 Vanette each to a total of eight towns and villages in the Futaba district of Fukushima Prefecture to

support reconstruction efforts after the Great East Japan Earthquake. These vehicles are contributing in operations to provide administrative services to residents who have evacuated their communities and currently live elsewhere in Fukushima or outside the prefecture.

**Addressing Other Natural Disasters**

**Relief Activities in Yunnan and Sichuan Provinces (China)**

On August 3, 2014, a powerful earthquake hit Yunnan Province in China. Nissan made a donation of 2 million yuan (approximately ¥33 million) through the China Foundation for Poverty Alleviation, a Chinese NPO, to support people affected by the disaster. The money was used to repair schools, help children in the area return to normal daily life and provide an environment where they could resume studying.

A new school building for Xiangyang Primary School in Ya'an, Sichuan Province, was completed using funds from an earlier donation by Nissan to the foundation to support those affected by the April 2013 earthquake in the province. This made a significant beneficial impact for the children who had been studying in a temporary facility. At the opening ceremony, they also took part in the Nissan Monozukuri Caravan.



The completion ceremony for the new school building at Xiangyang Primary School in Ya'an (China).

**Donation of Vehicles for Anti-Ebola Support (Liberia)**

Nissan donated vehicles to the Liberian government to be used as ambulances in the fight against the Ebola virus in West Africa. Based on the Patrol SUV and deployed by the President's Office of Liberia, the vehicles are equipped with stretchers and first-aid kits. The Patrol SUV's rugged build is perfectly suited to road conditions in Africa and can help medical personnel to reach even the most remote areas.

**Relief Activities in Hiroshima (Japan)**

Nissan made a contribution of ¥5 million to the NGO Japan Platform to help those affected by major landslides caused by torrential rain in Hiroshima in August 2014 and to assist in reconstruction.

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**NISSAN AS A COMMUNITY MEMBER**

**Nissan aspires to be a good corporate citizen, acting as a valuable member of and active contributor to local communities wherever it does business. The company provides support to communities in ways that reflect local needs, such as by assisting with community events, sponsoring neighborhood cleanups and various other beautification activities near Nissan facilities and hosting fun and informational activities. Many employees actively participate as volunteers.**

**Sponsorship of Disability Sports (Japan)**

In December 2014, Nissan sponsored the Nissan Cup Oppama Championship 2014—the 15th National Wheelchair Marathon in Yokosuka, Kanagawa Prefecture—serving as co-host with several other local organizations. The contest 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. During the road race between Grandrive, Nissan’s test course at the Oppama Plant, and Oppama Station, around 500 volunteers were on hand, including company employees and local community residents.

The Nissan Technical Center (NTC) and Nissan Advanced Technology Center (NATC), in the city of Atsugi, Kanagawa

Prefecture, contribute to the local community by promoting “Nice Wave” activities, which include neighborhood cleanups and cooperation with local events. Since 2012, NTC has also sponsored the Nissan Fureai Road Race. This contest for both visually impaired and able-bodied competitors is held on the NTC grounds, creating a safe environment in which participants are able to compete.

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

In the United States, Nissan is making direct investments in the workforce of tomorrow through support of science, technology, engineering and mathematics (STEM) initiatives and technical education training programs. Nissan provides financial support to develop STEM programs for students in elementary, middle and high schools, and to support STEM programs in colleges.

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. In fiscal 2014, more than 20 Nissan employees volunteered as team mentors or competition judges. Student teams designed and built working robots from standard kits of simple building materials and then competed to perform specific tasks in three minutes. In this project-based STEM program the students solved real-world science and engineering problems, helping them develop technological literacy skills that may shape their long-term

education and career direction.

Nissan has also partnered with the SAE Foundation and the award-winning “A World In Motion” program to deliver scientific-literacy curricula to students at the elementary level (K–3), their most formative learning years.



The Music City BEST Robotics Competition, held in Nashville, Tennessee.

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Messages from Our Stakeholders

Sparking Imagination for Change

The China Foundation for Poverty Alleviation (CFPA) is China's largest charity working to reduce poverty. While China has seen tremendous growth in recent years, there remains poverty impacting more than 82 million people.

Established in 1989, the CFPA has twice received the Ministry of Civil Affairs' top 5A rating as a foundation. We believe success can be achieved with a high level of commitment to well-managed programs grounded in sound methodology. We also believe that the more people we influence through our good work, the more people will be encouraged to participate in improving situations for others—good works spread as ideas and imagination are sparked.

Through the years, we've created and sustained several programs, including the New Great Wall Project started in 2002. This project helped nearly 12,000 students at 500 schools pursue higher education. In 2009, we began the Care Package Project, which has reached 2.7 million students in 10,000 schools. Students receive a schoolbag packed with educational items, and schools get teachers.

We launched the School Dormitory Project in 2011 to build student dorms for 191 schools in poor, rural areas. The CFPA also manages the Microfinance Project to help micro-entrepreneurs in rural communities.

We were pleased to work with Nissan (China) Investment Co., Ltd. (NCIC) in 2012 on the Nissan Caring for Migrant Children program, which provided student scholarships and equipment for four schools. And in 2013, we worked with NCIC, Dongfeng Nissan Passenger Vehicle Company (DFL-PV) and Zhengzhou Nissan Automobile Co., Ltd. (ZNA) on the Dream Classroom program. Designed to inspire confidence in primary school students, the curriculum includes disaster prevention and safety training, outward-bound programs and courses to develop personal growth and social interaction.

Working with Nissan, we've come to appreciate the company's commitment to society and corporate citizenship, and are impressed with its attention to detail and problem solving. Going forward, we look forward to working together on the Dream Classroom Project and other educational efforts.



**Zhu Feng**  
Enterprise Cooperation  
Director  
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