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Community Engagement

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 and inclusion) 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 NPOs and NGOs that have extensive expertise in their fields to ensure that their 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 that were 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.

* Click here for more information on the Global Sustainability Steering Committee.
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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 decarbonized society.

Since 2017, we have expanded our partnerships with international environmental protection organizations. We supported climate change education and awareness with the environmental conservation organization WWF Japan through sponsorship of its environmental awareness campaign called Earth Hour 2022.

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.

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 2021, 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.

* Click here for more information on diversity & inclusion.
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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 and pandemics that occur with frequency around the world.

Contributing to Local Communities: Achievements

Social Contribution Achievements in Fiscal 2021

Global social contributions (Fiscal 2021): ¥2.27 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 Fiscal 2021 Global Social Contributions

	Philanthropic activities	Monetary donations	In-kind donations (cash equivalent)	Sponsorships, etc.	Total
Amount (¥ million)	739	1,112	230	191	2,272
% of total	32.5	49.0	10.1	8.4	100

	Disaster	Contribution in FY2021
	Donations for disaster relief	<p>Emergency aid to Henan Province (especially Zhengzhou area) to support their flood relief and recovery efforts (China)</p> <p>Nissan lights up communities affected by Typhoon Rai with the LEAF (Philippines)</p> <p>Support for flood victims in Sukhothai, Chaiyaphum and Lopburi provinces (Thailand)</p>

<Other Emergency Humanitarian Assistance >

Assistance for the humanitarian crisis in Ukraine: Donation of 1 million euros to non-profit organizations the Red Cross and Japan Platform.

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Social Contribution Achievements

In 2021, the future remained uncertain due to the COVID-19 pandemic and many social contribution activities had to be cancelled or postponed. Nissan wanted to continue its support for environmental and social issues even in the face of the prolonged COVID-19 pandemic, so it conducted environmental education and leadership development activities for children in various countries using online and other means.

Here are some representative activities in each field. Please click below for further information on the social contribution activities we have conducted around the world.

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

Area	Examples of Activities	Region
Zero Emissions	School-visit program for environmental education: Nissan Waku-Waku Eco School	Japan, U.K. and China
	Sponsorship for an Environmental Awareness Campaign of World Wide Fund for Nature Japan (WWF Japan) and Activities in Around the World	Japan, China, South America and Canada
	Support for The Nature Conservancy's Tennessee Forest Health Program	U.S.
Zero Fatalities	Traffic Safety Awareness Campaign: Hello Safety Campaign	Japan
	Support for driving school	U.S.
Zero Inequality	Leadership development program for teenagers in cooperation with CARE International Japan	Thailand
	International Cooperation Through Walking: Sponsorship of Walk in Her Shoes 2021	Japan
	Conveying the Magic of <i>Monozukuri</i> : Nissan <i>Monozukuri</i> Caravan and Nissan Design Waku-Waku Studio	Japan
	Educational Support for Children and Youth: Nissan Dream Classroom	China
	Providing Educational Opportunities to Children: Nissan Skills Foundation	U.K.
	Support for the Next Generation: Nissan Children's Storybook and Picture Book Grand Prix	Japan
	Partnership with Habitat for Humanity	North America
Nissan as a Community Member	Foundation Support Activities	U.S., Australia, Brazil and Canada
	Educational Support from the Nissan Global Foundation	Japan



Effective field of view measurement system developed by the Traffic Safety Future Creation Lab



Students in Thailand learning smart farming by taking applying STEM education