

Contents		Corporate direction		Environmental		Social		Governance		Data
Social policies and philosophy	Human rights	Traffic safety	Diversity, equity and inclusion	Product safety and quality	Supply chain management	Human resource development	Labor practices	Employees' health and safety	Community engagement	

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.

Blue Switch Program: Contributing to Sustainable and Resilient Society with EVs

Launched in Japan in 2018, Blue Switch is a program to promote the use of electric vehicles (EVs) to address local issues, such as disaster relief, energy management, tourism, and other points, in collaboration with local governments and companies. Since Nissan launched the Blue Switch initiative in Japan, 216 cooperations have been realized with local governments and private companies to collaborate on projects as of the end of March 2023, and many more regional partnerships are planned.

In January 2022, Nissan launched Blue Switch in the ASEAN region—the first expansion outside Japan—starting in Thailand and the Philippines.

As a pioneer in EVs, Nissan is committed to promoting new ways to use them to contribute to a cleaner world and a sustainable society.



*1 Click here for information on Blue Switch Program. (Japanese Only) <https://www3.nissan.co.jp/first-contact-technology/blue-switch.html>

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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*1 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 decarbonized society.

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. *2

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 2022

Global social contributions (Fiscal 2022): 2.79 billion yen
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 2022 global social contributions

	Amount (¥ million)	% of total
Philanthropic activities	918	32.9
Monetary donations	1,580	56.6
In-kind donations (cash equivalent)	67	2.4
Sponsorships, etc.	227	8.1
Total	2,792	100

<Other humanitarian support>

Nissan announced an aid package of up to €1 million to support the humanitarian crisis caused by major earthquakes in Turkey. €750,000 out of €1 million was donated to Turkish Red Crescent. Additional funds of up to €250,000 are matching donations from its employees and partners who want to help directly.

*1 Click here for more information on the Global Sustainability Steering Committee. >>> P010

*2 Click here for more information on diversity, equity and inclusion. >>> P079

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Social contribution achievements *1

Even though the COVID-19 pandemic continued in 2022, Nissan provided environmental education and leadership development activities for children in each country to meet the needs of local communities, while making efforts to minimize the risk of infection through utilizing online activities and other means.

School-visit Program for Environmental Education: Nissan Waku-Waku Eco School (Japan)

The program promotes understanding of global environmental issues, introduces Nissan's environmental initiatives, and provides participants with experience of the latest green technologies through test ride in the Nissan LEAF and other activities.

Achievements

Number of schools visited: 90 (FY2022)

Cumulative number of participants: 124,348

Recipient, 29th Yokohama Environmental Activity Award



Partnership with Habitat for Humanity (U.S. and Canada)

Since 2005, we have continued to partner with the NGO Habitat for Humanity (Habitat), an international aid organization that has a vision of "a world where everyone has a decent place to live". The nonprofit works to build homes and support self-sufficiency in more than 70 countries around the world. NNA and NCI employees have volunteered at Nissan-funded build sites.

Achievements U.S.

Cumulative number of hours of employee participation: Over 110,000

In 2022, we participated in the construction and handover ceremony of 4 residences

Cumulative donations: Over \$19 million



Leadership Development Program for Teenagers in Cooperation with Care International Japan (Thailand)

Since 2017, we have been offering programs for middle and high school students in Ayutthaya, Rayong and Samut Prakan provinces to develop leadership, teamwork, and other qualities necessary to be leaders in community development, as well as incorporating elements of science, technology, engineering, and mathematics (STEM*2).

Achievements

Cumulative number of students participating: 2,237



Educational Support for Children and Youth: Nissan Dream Classroom (China)

Nissan Dream Classroom, an educational program to support elementary school students, has been implemented since 2013. The program has gradually expanded its content and regions of operation, and now offers a wide variety of lessons including the environment, manufacturing, design, painting, intelligent driving, and the fundamentals of automotive culture and engineering.

Achievements

Cumulative number of students participating: Over 2 million

Winner in 3 divisions, FY2022 CSR China Education Special Award



Providing Educational Opportunities to Children: Nissan Skills Foundation (U.K.)

Established in 2014, the Foundation has provided school children with Nissan's own environment and monozukuri programs, as well as supported local teams in schools through three external international STEM*2 education programs: VEX IQ Robotics, FIRST LEGO League, and F1 by providing equipment, funding, and knowledge.

Achievements

Cumulative number of students supported: Over 80,000



*1 Click here for more information on social contribution activities in each country. <https://www.nissan-global.com/EN/SUSTAINABILITY/SOCIAL/CITIZENSHIP/>

*2 STEM :Science, Technology, Engineering, Mathematics