

Contents	Corporate direction			Environmental		Social		Governance		Data		089
Approach to social issues	Human rights	Safety	Quality	Intellectual property	Responsible sourcing	Communities	Power of employees	Employee human rights	DEI	Learning and development	Health and safety	

# Communities

## Approach to relationship with local communities

Nissan has many sites for production, sales, R&D, design, etc. globally, and in the course of its business operations, it engages in a variety of relationships with local communities. 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.

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 fostering a better business environment, creating new markets that can grow sustainably and leading to growth for both the company and the local communities.

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.

In addition to the financial support, Nissan promotes the activities for local communities in which its employees are encouraged to participate as volunteers, making full use of its own products, the knowledge and expertise as an automobile manufacturer.

## Two focus areas for Nissan's social contributions program

Nissan focuses on activities in the areas of providing learning opportunities and living aid in local communities with the goal of solving social issues through "Nissan-ness" as well as to empowering youth and children in communities by 2030.

### Providing learning opportunities

Nissan believes in the importance of empowering youth and children to realize a more inclusive society and is working to provide them with more learning opportunities. Nissan offers a variety of educational programs, for example, those to deepen understanding of climate change, and other lessons to leverage the creativity and technology that Nissan has cultivated since its founding.

### Living aid in local communities

Nissan respects the rights of all stakeholders and provides a wide range of support around the world to help solve social issues. This includes financial and material support to the socially and economically disadvantaged, psychological care and other intangible support, and emergency aid to victims of natural disasters and humanitarian crises and the like in accordance with the needs of local communities.

In addition to cooperating in local events, Nissan conducts activities to improve the environment around its business sites, such as cleanup events, and opens its own facilities to the public.

## Community engagement management

In promoting these activities, we have established a global approach to community engagement as well as targets and metrics for activities toward 2030. These were deliberated and determined by the Global Sustainability Steering Committee\*1. The person in charge of community engagement in each country or region plans activities in line with global direction and reports the progress at GSSC.

## Contributing to local communities: Achievements

### Social contribution achievements in FY2024

Cumulative number of employees participating in global social contribution activities: Approximately 66,000  
 Cumulative number of beneficiaries from global social contribution activities: Over 1 million  
 Global social contributions\*2: 2.34 billion yen

<Other humanitarian support>

Support for the 2024 Eastern Taiwan Earthquake:  
 As an emergency response to the affected region and people, Nissan and its Taiwanese subsidiary, Yulon Nissan Motor Co., Ltd., donated a total of 10 million yen.\*3

\*1 Click here for more information on the Global Sustainability Steering Committee. [>>> P009](#)

\*2 Click here for more information on Nissan's global social contributions [>>> P160](#)

\*3 Click here for more information on support for the 2024 eastern Taiwan earthquake <https://global.nissannews.com/en/releases/240416-00-a>

## Social contribution achievements\*1

Nissan has conducted environmental and STEAM\*2 education for children in Japan and various countries to meet the diverse needs of local communities. Moreover, we have contributed to local societies through collaboration with NGOs and local governments. The followings are representative activities in each region in fiscal year 2024.

### Thailand

#### Support for Forest Fire Rescue

To prevent forest fires, which are a cause of air pollution in Thailand, Nissan Motor Thailand (NMT) has been providing support activities in collaboration with Chiang Mai Province since 2021, providing vehicles and supplies for fire prevention activities. In 2024, the fourth year of our activities, we provided equipment and supplies for fire prevention activities, lent a Nissan Navara pickup truck and offered maintenance support.

##### Achievements

Support provided: Provision of vehicles and supplies equivalent to THB 70,000



### Japan

#### Three school visit programs packed with Nissan technology and know-how

NML\*3 offers three types of school visit programs\*4 in the areas of the environment, *monozukuri* and design, making use of the technology and know-how Nissan has cultivated to date. In addition, to meet the needs of elementary schools we also invite students from schools located near our business sites, and provide educational programs at plants and GHQ gallery.

##### Achievements

Number of schools visited: 369(FY2024)

Total number of employee participants: 1,650 (FY2024)

Cumulative number of students participating: 434,300



### China

#### Educational Support for Children and Youth: Nissan Dream Classroom

Nissan Dream Classroom, an educational program to support elementary school students, has been implemented since 2013. The program now offers a wide variety of lessons by NCIC and DFN\*3, including the environment, manufacturing, design, painting, intelligent driving, and the fundamentals of automotive culture and engineering.

##### Achievements

Cumulative number of students participating: Over 2.3 million

Total number of employee participants: 290 (FY2024)



### U.S. and Canada

#### Partnership with Habitat for Humanity

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\*3 employees have volunteered at Nissan-funded build sites.

##### Achievements (U.S.)

Cumulative number of hours of employee participation: Over 116,000

Total number of employee participants: 665 (FY2024)

In 2024, participated in 12 house build projects.

Cumulative donations: Over \$22 million



### U.K.

#### Providing Educational Opportunities to Children: Nissan Skills Foundation

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 education programs: VEX IQ Robotics, FIRST LEGO League, and F1 by providing equipment, funding, and knowledge.

##### Achievements

Cumulative number of students supported: Over 100,000

Total number of employee participants: 791 (FY2024)



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

\*2 STEAM : Science, Technology, Engineering, Art, Mathematics

\*3 NML: Nissan Motor Co., Ltd.; NNA: Nissan North America, Inc.; NCI: Nissan Canada Inc.; NCIC: Nissan (China) Investment Co., Ltd.; DFN: Dongfeng Motor Co., Ltd. Dongfeng Nissan Passenger Vehicle Company; NMUK: Nissan Motor Manufacturing (UK) Ltd.

\*4 Click here for more information on the three types of school visit programs <https://www.nissan-global.com/EN/SUSTAINABILITY/SOCIAL/CITIZENSHIP/VISITINGSCHOOL/>

## Contributing to local communities and stakeholders

### Proof-of-concept experiment for community development using new mobility

In 2021, Nissan signed the Collaboration Agreement for Community Development Utilizing New Mobility in the Hamadori Region of Fukushima Prefecture together with the three municipalities of Minami Sohma City, Namie Town, and Futaba Town as well as seven corporations. It has been working on proof-of-concept experiments to build a new mobility service that will serve as a transportation infrastructure to support regional activities.

The activities of the agreement, which have been undertaken with the aim of enriching the lives of residents, creating new service, and increasing the number of people interacting with each other mainly in the Hamadori Region, gave rise in 2022 to Nissan Smart Mobility, an on-demand vehicle hailing service designed to allow anyone to freely move around the community. Additionally, in 2023 Sumamobi Kids, a transportation service for children, was created and has taken root as a new transportation mode for local citizens.\*1 Furthermore, a proof-of-concept experiment on energy management use of electric vehicles that started in Namie Town has begun in earnest from 2024 as Nissan Energy Share.

We have also been demonstrating and testing autonomous-drive(AD) technology since 2017 in Minato Mirai area of Yokohama, and in fiscal year 2024 we showcased the latest driverless AD test vehicles based on the Serena.\*2 We are maximizing its efforts to establish and verify the safety of AD technology tailored to different traffic conditions worldwide. To do this, it is utilizing insights and technologies gained through research in Japan, research in Silicon Valley

conducted by the Nissan Advanced Technology Center, and participation in the U.K.'s evolvAD project. Furthermore, Nissan and Mitsubishi Corporation launched Moplus Inc. in March 2025 to deliver a range of new mobility and energy management services in Japan. In addition to providing operational support for the Nissan's AD demonstration project in Yokohama Minato Mirai area, Moplus will provide a driver-operated mobility service, car sharing service, and an energy management services. Moplus and Nissan will keep conducting demonstrations to establish AD technology, build foundations for a business model and improving social acceptance, which will accelerate the implementation of driverless mobility services in society.\*3



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

Launched in Japan in 2018, Blue Switch\*4 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, 276 cooperations have been realized with local governments and private companies to collaborate on projects as of the end of March 2025, and many more regional partnerships are planned.

In response to the Noto Peninsula Earthquake that occurred in 2024, Nissan worked to supply electricity to the affected areas. Based on the agreement with the Ishikawa Prefectural Government, Nissan, in collaboration with its sales companies in the prefecture, provided a total of eight Nissan ARIYA and 100 Portable Batteries from LEAF.

EVs are also highly regarded for their contribution to carbon neutrality and the SDGs. As such, we have received requests to give lectures from many universities. In 2024, we delivered lectures at five universities on the social situations surrounding EVs and case studies of their use, such as supplying power from EVs.

As a pioneering EV company, Nissan is committed to promoting new ways to use EVs and their batteries to realize a cleaner world and a sustainable society.



\*1 Click here for more information on Nissan Smart Mobility. (Japanese Only) <https://www.smamobi.jp/>

\*2 Click here for more information in the press release. <https://global.nissannews.com/en/releases/250310-01-e>

\*3 Click here for more information on Moplus (Japanese Only). <https://moplus.co.jp/>

\*4 Click here for more information on Blue Switch Program.(Japanese Only) <https://www3.nissan.co.jp/first-contact-technology/blue-switch.html>