



21st Century Sustainable Manufacturing

NISSAN Sustainability Showcase
Susan Brennan VP, Smyrna & Decherd Mfg.



NISSAN GREEN PROGRAM 2010

Nissan's environmental ideal is a society where there is a 'symbiosis of people, vehicles and nature.' In working towards this goal, Nissan has established specific targets in its eco-action plan: 'Nissan Green Program 2010.'



NISSAN
GREEN PROGRAM

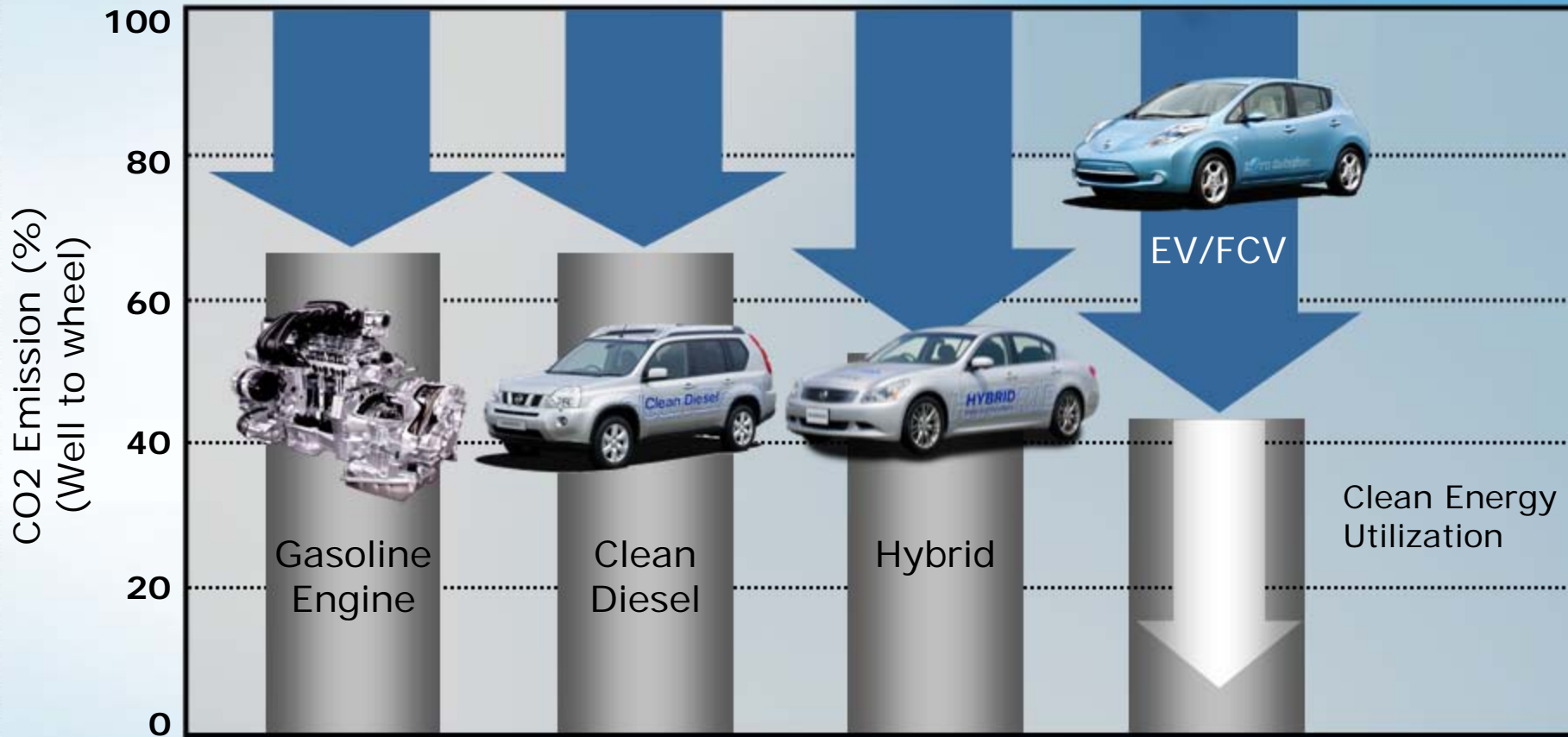




POTENTIAL FOR REDUCING CO2



EV/FCV are the ultimate solution for zero-emissions





NISSAN LEAF



Zero Emission





NISSAN LEAF



Zero Emission





NISSAN LEAF PLATFORM



Zero Emission





Preparing for our future



The Leaf will be built in Smyrna's existing stamping, body, paint and TC shops

•SOP – Fall of 2012



•Battery plant site



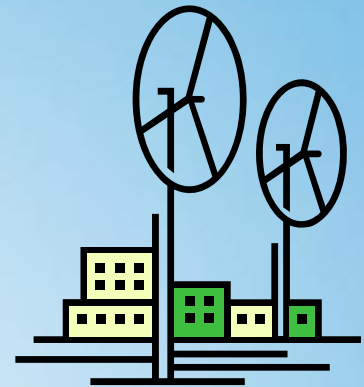


Preparing for the future of Manufacturing



We cannot just build the vehicles,
we must build them in a sustainable way....

- Going beyond getting the ideas
- Institutionalizing and accelerating the opportunities





Creating a 21st Century Workplace

Employee Engagement is the difference in both accelerating and sustaining the business case of a sustainable workforce.





Creating the 21st Century Workplace

At Nissan, we are using the model of Behavioral Based Sustainability (BBS).

Employees are encouraged to internalize sustainability at a personal level, at home and in their community so they come to the workforce with a new perspective and new vision.

The ideas are then not generated by and for the business but by the employees, with the business getting the benefit.

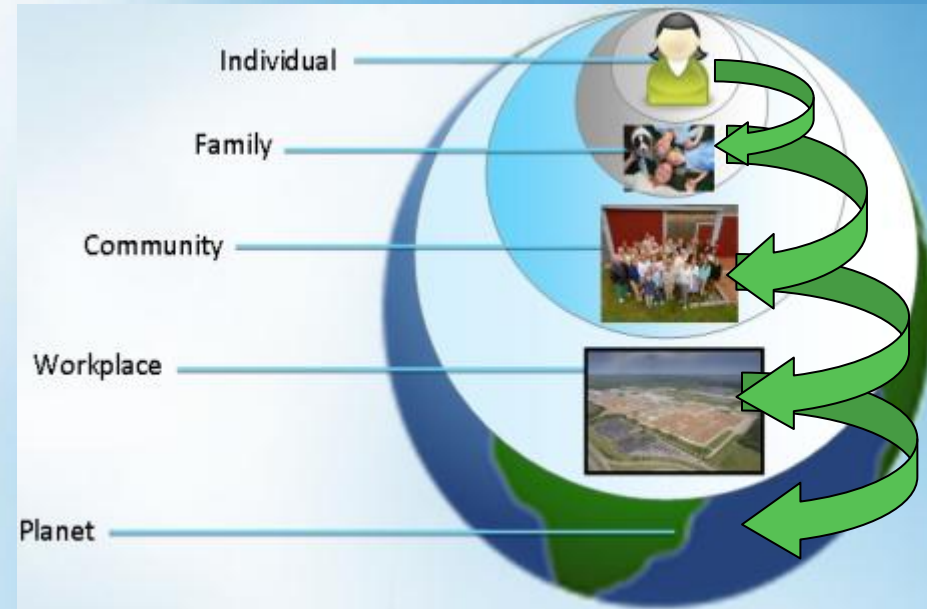
A subtle but important shift in how works get done.



Key Success Factors of Behavioral Based Sustainability



- Sustainability is not narrowly defined
- Aligns closely with company values
- Integrated into company culture
- Supports problem solving
- Allows peer-to-peer learning
- Championed (but not controlled) by company leadership
- Allows people choices and control to make a difference
- Connects to people personally and then cascades to workplace





Creating the 21st Century Workplace

Our expectations are high that the ideas and the savings will be substantial and be maintained by a workforce driving change at work that they have already made at home.





Sincere Eco-Innovator

Symbiosis of People, Vehicles and Nature: Nissan's Vision for a Brighter Tomorrow

"Symbiosis of People, Vehicles and Nature" sums up Nissan's vision for an ideal mobility society. In working toward this ideal, we have tried to ascertain the impact our vehicles and business activities have on the global environment and to address issues requiring resolution. Henceforth we will continue to make a proactive effort—working with society—to create a brighter future for our planet and generations to come.

"Sincere Eco-Innovator" is what we aim to become, working proactively toward our ideal vision of the future through innovative products.



Sustainable Energy Program



The steps:

- STEP 1: [Make Commitment](#)
- STEP 2: [Assess Performance](#)
- STEP 3: [Set Goals](#)
- STEP 4: [Create Action Plan](#)
- STEP 5: [Implement Action Plan](#)
- STEP 6: [Evaluate Progress](#)
- STEP 7: [Recognize Achievements](#)





Energy Performance



The Smyrna plant has achieved:

- Improved energy efficiency by more than 30%
- Energy savings of \$3.5 million annually





Save Energy Now & ENERGY STAR®





Energy Assessments



Industrial Technologies Program

Save Energy Now



U.S. Department of Energy - Energy Efficiency and Renewable Energy
Industrial Technologies Program - Save Energy Now
Plant Assessment Summary: Nissan North America, Inc. - Smyrna
 The following [plant assessment](#) was conducted under [Save Energy Now](#), an effort of the DOE [Industrial Technologies Program](#). Save Energy Now helps industrial plants improve energy efficiency.

Company	Ni
Location	Sm
Industry type	AL
Assessment type	Pr
Energy Expert	Di
Assessment date(s)	Ju
ESA ID number	ES
For further information	If ac

U.S. Department of Energy - Energy Efficiency and Renewable Energy
Industrial Technologies Program - Save Energy Now
Plant Assessment Summary: Nissan North America, Inc. - Smyrna
 The following [plant assessment](#) was conducted under the DOE [Industrial Technologies Program](#). Save Energy Now helps industrial plants improve energy efficiency and productivity.

Company	Nissan North America, Inc.
Location	Smyrna, TN
Industry type	Automotive
Assessment type	Fans
Energy Expert	Bill Hunter
Assessment date(s)	July 24, 2008
ESA ID number	ESA-028-3
For further information	If you have questions about this assessment or wish to receive additional information, please contact the Webmaster .

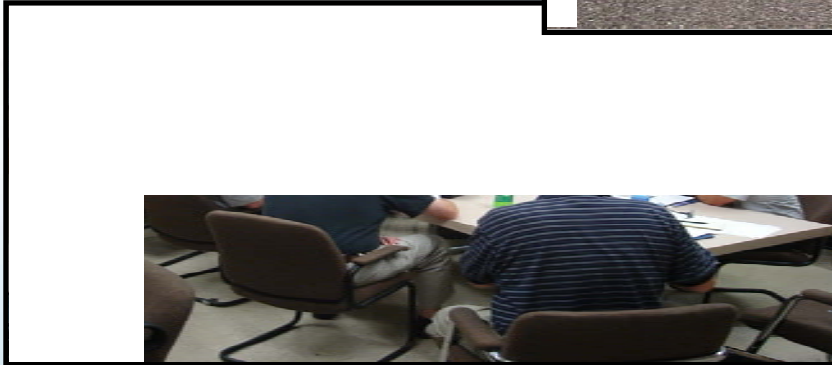
U.S. Department of Energy - Energy Efficiency and Renewable Energy
Industrial Technologies Program - Save Energy Now
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Company	Nissan North America, Inc.
Location	Smyrna, TN
Industry type	Automotive
Assessment type	Pumps
Energy Expert	Don Casada
Assessment date(s)	November 29, 2007
ESA ID number	ESA-245-2
For further information	If you have questions about this assessment or wish to receive additional information, please contact the Webmaster .





Energy Assessments



21st Century Sustainable Manufacturing



Zero Emission





SUSTAINABILITY ...as we see it

“*Sustainability*” means transformational change of our products, our processes, the places where we work and live, how we consume, and how we impact the world around us.

How we successfully do long-term business in a closed system with finite resources.....giving us the capacity to endure and flourish.

Economic



Environmental



Social

