

Johnson & Johnson

FAMILY OF COMPANIES IN JAPAN



Johnson & Johnson  
2014 Contributions Report

Johnson & Johnson

FAMILY OF COMPANIES IN JAPAN

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# Always Keeping the Belief in Our Hearts

Our Credo was crafted in 1943 by Robert Wood. Johnson, Jr., third Chairman of Johnson & Johnson. Since then, this one page document in English has become the cornerstone of everything Johnson & Johnson does around the world.

We are engaged in a variety of social contribution activities as a company to fulfill our “responsibility for the communities where we live and work” as stated as the third responsibility in Our Credo. Since even before the concept of corporate social responsibility became popular, Johnson & Johnson has practiced such activities for over 70 years as its unchanging code of conduct and will continue to live and breathe with the communities.

## Our Credo

We believe our first responsibility is to the doctors, nurses and patients, to mothers and fathers and all others who use our products and services. In meeting their needs everything we do must be of high quality. We must constantly strive to reduce our costs in order to maintain reasonable prices. Customers' orders must be serviced promptly and accurately. Our suppliers and distributors must have an opportunity to make a fair profit.

We are responsible to our employees, the men and women who work with us throughout the world. Everyone must be considered as an individual. We must respect their dignity and recognize their merit. They must have a sense of security in their jobs. Compensation must be fair and adequate, and working conditions clean, orderly and safe. We must be mindful of ways to help our employees fulfill their family responsibilities. Employees must feel free to make suggestions and complaints. There must be equal opportunity for employment, development and advancement for those qualified. We must provide competent management, and their actions must be just and ethical.

We are responsible to the communities in which we live and work and to the world community as well. We must be good citizens — support good works and charities and bear our fair share of taxes. We must encourage civic improvements and better health and education. We must maintain in good order the property we are privileged to use, protecting the environment and natural resources.

Our final responsibility is to our stockholders. Business must make a sound profit. We must experiment with new ideas. Research must be carried on, innovative programs developed and mistakes paid for. New equipment must be purchased, new facilities provided and new products launched. Reserves must be created to provide for adverse times. When we operate according to these principles, the stockholders should realize a fair return.

*Johnson & Johnson*

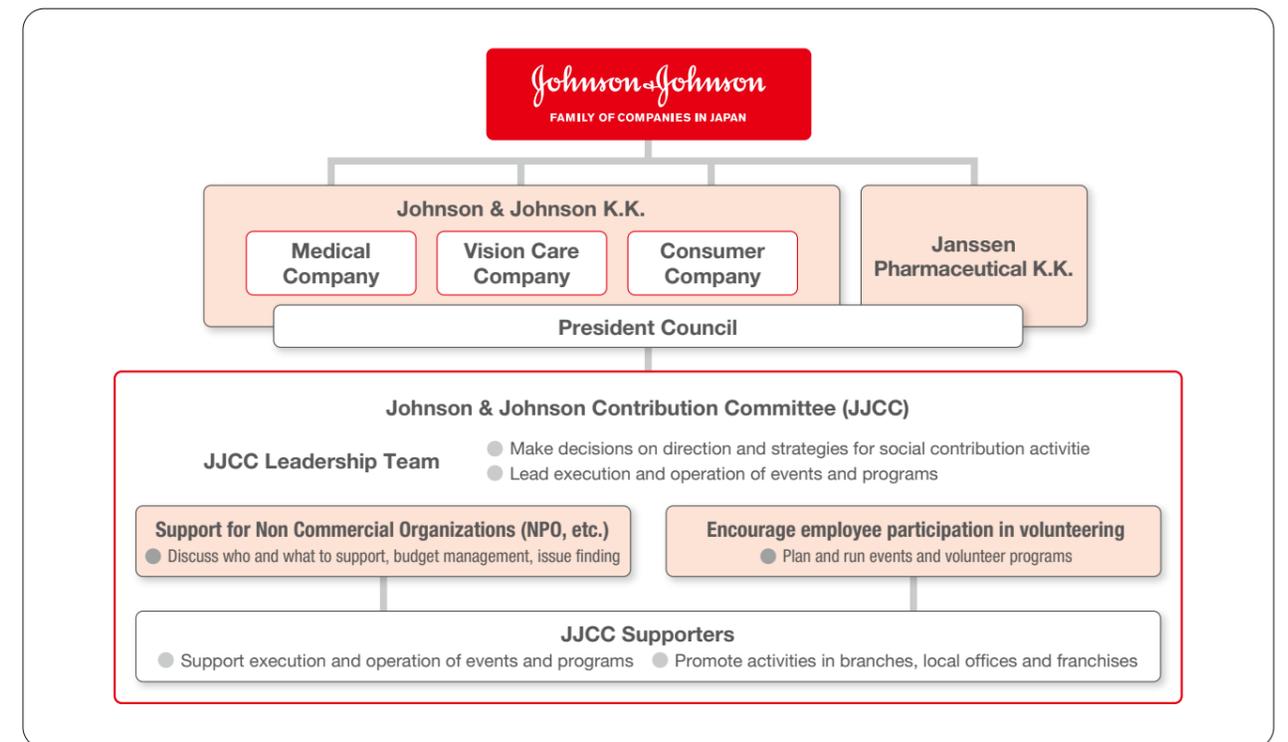
## The Third Responsibility in Our Credo Expresses Our Passion and Commitment for Social Contributions.

### Responsibility as a World's Largest Total Health Care Company

Johnson & Johnson's products and services are used by over a billion people in the world everyday. As a total health care company, we believe we are largely responsible for the health and well being of the people around the globe. To this end, we are committed to practice our business and fulfill our responsibility to the communities through social contributions as stated in Our Credo.

### What We Can Do Now to Fulfill Our Responsibility to the Communities

Johnson & Johnson Family of Companies in Japan has formed Johnson & Johnson Contribution Committee (JJCC) to fulfill our responsibility for the communities as stated as the third responsibility in Our Credo. JJCC is ran by employee volunteers of the J&J group companies to address a variety of supporting programs around physical, mental and social health through working with community partners.



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# Our Volunteer Support Story

Summer with Over 700 Children with Physical Disabilities

## Offering the Best Summer Experience to Children with Special Needs



**Takashi Okamura**  
Janssen Pharmaceutical K.K.

Takashi Okamura has supported camps for children with special needs since studenthood. Why has he been able to continue volunteering for 13 years while working? What has supported him to do so and where does his passion come from?

### Unsatisfied Student until He Saw an Ad for Student Volunteers

Takashi saw the ad while he was scanning through the newspaper at the library between the classes in December: "Student Volunteers Wanted! Five Nights at Yamanakako Lake. Enjoy Nature for Free!" It was an ad to recruit student volunteers for a camp for children with physical disabilities posted by the Japanese Society for Disabled Children. The organization helps children with motor impairment (arms, legs or spine, either congenital or during birth or acquired after birth as a result of accident or disease) and their families live in the most comfortable environment by supporting them and educating the society. As a college student of public welfare system engineering, he was studying robots that support muscle movement but he was not exactly sure how those could be used in the real life. "I decided to participate in this

volunteer activity because after I interacted with people I wanted to know if this was the really necessary thing. I wanted to know that by experiencing it firsthand," says Takashi. If he had been totally satisfied with his student life, he might not have noticed the ad. Takashi mischievously added, "The camp was at Tokyo YMCA Yamanakako Center. I loved camping so I thought this was a good deal for me as a student anyway."

### Year 2 - Rise from Complete Devastation: Earning Toilet Ranking Champion, Earning Trust from the Children

Takashi's such wishful thinking was completely devastated by the sobering reality. At first he thought he could handle the situation even there might be some bewilderment. But he found himself not being able to

do anything for children at the camp. He felt he was nothing like senior volunteers who worked smartly and took care of children efficiently. To add insult to injury, he was hurt by children's honest feedback. They go after staff who would help and support them, which meant no one came to Takashi. "Nobody came to talk to me and I was just there sleeping and eating with them for 5 nights 6 days," says Takashi. "Right after the camp I thought I would never do volunteering again."

A child's word at the Review Session where student volunteers and children met again struck Takashi's heart. At the camp, student volunteers used nicknames so that the children could remember and call them easily.

"My camp name was Helen but I thought nobody remembered it," says Takashi, "but at the Review Session one child looked at me and said 'Helen, (I want to go to the) toilet'." The fact that a child remembered his name and that they accepted him as their friend gave Takashi new and stronger motivation. At the camp next year, Takashi proactively talked and played with children. That year, Takashi became number one in the Student Volunteer Toilet Ranking which competes how many times they were asked by children to take them to the toilet at the camp – in a way, it was considered as a proof of trust from the children.



Above: Takashi at the first camp, looking a bit stale.  
Below: Takashi at the second summer camp, showing more confidence with bright smile.

### Great Camping Place for Children with Special Needs

## Tokyo YMCA Yamanakako Center

Opened in 1923, Tokyo YMCA Yamanakako Center is the first outdoor education facility in Japan. The center is also used for the Camp for Children with Physical Disabilities because of its user-friendly design: smooth and even ground utilizing its flat landscape, and handrails attached to toilets and bathrooms.



## Our Volunteer Support Story

### Bringing More Children to the Camp: Working as an Operation Staff from Planning to Training and Execution

13 years have passed since Takashi first participated in the Camp for Children with Physical Disabilities. Today, Takashi is still engaged in this volunteer activity as an operation staff. For this camp, training schedule and curriculum of the year are determined in January-February, planning of student volunteer recruitment is done in February-March, students are recruited and interviewed in March-April and 3-month training is conducted in May-August before the summer camp. Takashi says recruitment of student volunteers requires more attention and sensitivity than anything else. 60 children are accompanied by some 90 student volunteers and operation

staff at the camp – total number of 150. Since thorough preparation and care for children are required at the camp, a good number of staff must be secured. Student volunteers are hired through many communication vehicles such as newspaper ads (this was how Takashi knew about this camp), flyers, website, and social network such as Facebook so that even more children can participate in the camp. The most effective medium is “word-of-mouth.” Many students who apply for the position are inspired by their seniors at nursing, medical and other colleges. Overall level of motivation is quite high as they inherit the “strong passion” from their seniors. The 3-month training consists of leadership training and field training by operation staff. Here, student volunteers acquire medical understanding and learn symptoms of disabilities such as hemiplegia and quadriplegia, how to sit a child in his wheelchair, help change clothes,

meal support and toilet support depending on the level of disability. They also have to acquire a shining smile like a professional children’s nurse to facilitate recreation. Passion of everyone involved in the camp can never produce a great result without such process. The efforts paid off. Now more and more children sign up for the camp each year.



### Always Motivated by the Positive Change of Children – Spontaneous Volunteering will Continue

For the last several years, Takashi felt a concern of “less interest in others” with student volunteers. For example, children with disabilities often urinate shortly after they felt the urge to do so. Therefore, it is important for student volunteers to pay attention to them carefully so that they do not miss when to take them to the toilet. If children urinate before they reached the toilet because the volunteers did not take enough attention, the camping experience for such children would suddenly become sad and negative. “Since we take care of children at the camp on behalf of their parents, we are responsible for creating good memories for them. It may be too much to ask for student volunteers but I hope them to nurture

observation skills and interest in others even a bit,” says Takashi. For children who cannot walk outside freely, this camp is not a mere camping event. Takashi says he can tell that from the change of their behavior after the camp. Some children “start to put their clothes into the washing machine after taking them off” while others “start to make efforts to take care of themselves.” After the camp, many children are motivated to do things by themselves which broadens the range of what they can do. Eventually, they will start to express what they want to do now. Takashi’s 13 years of volunteer activities have been supported by such positive change of the

children. “I have work to do. I have family with two children. I will do what I can when I can. I will see my work life balance and continue volunteer activities without too much stretch,” says Takashi. The culture of Johnson & Johnson that proactively supports its employee’s volunteer activities to fulfill the third responsibility in Our Credo will keep pushing Takashi’s passion for his activities.



150 participants of the Camp for Children with Physical Disabilities (90 student volunteers and 60 children)

### Camp for Children with Physical Disabilities – from planning to training and execution

#### 1 Fix date and training curriculum

Develop roadmap. Allocate jobs to operation staff and fix training curriculum.

#### 2 Recruit student volunteers

Post recruitment notice on the newspaper, flyer, website and social network such as Facebook in March and April.

#### 3 3-month leadership training

Each operation staff creates a textbook and conducts training on their section. Training covers both classroom lectures on paralysis and disabilities and practice on assisting with meal and bathing.

#### 4 Camping!

Gather what children want to do during the camp beforehand and decide what to do on the spot. Many challenges await them such as boating and cooking with Dixie.



- 1 Challenge boating in Yamanakako.
- 2 Children getting excited with their first firework.
- 3 Cooking curry with Dixie.
- 4 Leading recreation time.
- 5 Having fun with jeans.

# Our Volunteer Activity Story

## Introducing Volunteering to Newcomer's Training Program

# Volunteering should be More Casual

A JJCC Supporter, Chikako Takao works in HR Talent Development Group, Medical Company. She talks about why and how she introduced volunteering to the newcomer's training program.

### An Eye-Opening Thought on Volunteering

I did not have good image for the word "volunteering." I think that is because of my first volunteering experience back in junior high school. I cleaned the body of the elderly and helped them with toileting, just like a professional caregiver. It was very tough work and when they made

some extra requests I got frustrated thinking "I'm doing this much already," even though I somewhat knew what people receiving care would think because I have disability in my left arm, too. Since then when I saw even the slightest self-satisfaction within the volunteers that came from doing volunteer work, I always thought they were hypocrites and I hesitated to engage in volunteering because I did not want to be seen that way. But when I heard JJCC's presentation, I was struck by their eye-opening comment that by doing something you enjoy you can help others as a consequence.

### Introducing Volunteering to Newcomer's Training Program

I joined Johnson & Johnson in 2013 from other company and currently work in Talent Development Group in HR. Our group's responsibility is to plan and run various employee programs and I was assigned a significant job shortly after joining the company, which was a new graduate training program. I wanted to introduce some new attempts and came up with an idea of introducing volunteering to the newcomer's training to deepen their understanding of Johnson & Johnson. Our training program was already diverse but I thought this would make them learn directly what Johnson & Johnson values, a company stating contribution to the communities as its responsibility. In order to introduce this into the newcomer's program, I wanted to experience and understand it firsthand so I did volunteer work for Approved Specified NPO Family House, an organization that would accept our new graduates, and worked with them from planning to execution of the program.

### Cleaning Volunteer for Houses for Children with Intractable Diseases and their Families

Family House is a group that provides moderately-priced, secure and safety accommodations for children suffering from cancer and other intractable diseases and their families so that they can concentrate on nursing their children and share their woes. My idea was to introduce volunteer work to clean Family House accommodations into the newcomer's training. Since the families of children with intractable diseases stay at these accommodations, it needed more than just cleaning. In addition to cleaning the floor with a wet cloth, detailed cleaning of bathroom, window and closet are required. Therefore I organized a lunch session 2 weeks prior to the volunteer activity to make them prepare mentally by telling them the background of why these facilities were established. A relatively large Family House accommodation with 20 rooms in Kameido was chosen for the volunteer activity. On the day, participants were divided into 4 groups to rotate guest rooms, entrance, kitchen and living room. To make the program more meaningful, during the break, an executive board of the organization toured the facility for us and shared comments and episodes of the families who use the accommodation.



Detailed cleaning of tough corners.



Newcomers after volunteer activity, filled with a sense of fulfillment.

### Corporate Culture in which Employees Naturally Engage in Making Contribution to the Community

After the activity, many new graduates said they "felt more closely to whom they work for and what they feel" and that they "wanted to continue volunteering." I hope this experience offers them an opportunity to think how they should be engaged in volunteering and that it contributes to their growth. In fact, even one wants to do a volunteer activity, he or she has to have a great commitment to put into action. But at Johnson & Johnson, there are paid holidays you can use for volunteering and there is Volunteer Month. There is an environment where employees can naturally engage in volunteer work as part of their day-to-day activities. I think it is amazing that such environment is provided by a company. I hope every newcomer internalize the value of Johnson & Johnson towards social contributions to raise their awareness as a member of the company.



I help design event flyers using my previous experience as a designer.

Left:  
Event with Guide Dog & Service Dog & Hearing Dog Association of Japan

Right:  
Supporting Tohoku by buying local specialties

**Chikako Takao**  
Johnson & Johnson K.K.  
Medical Company



## Where We Support

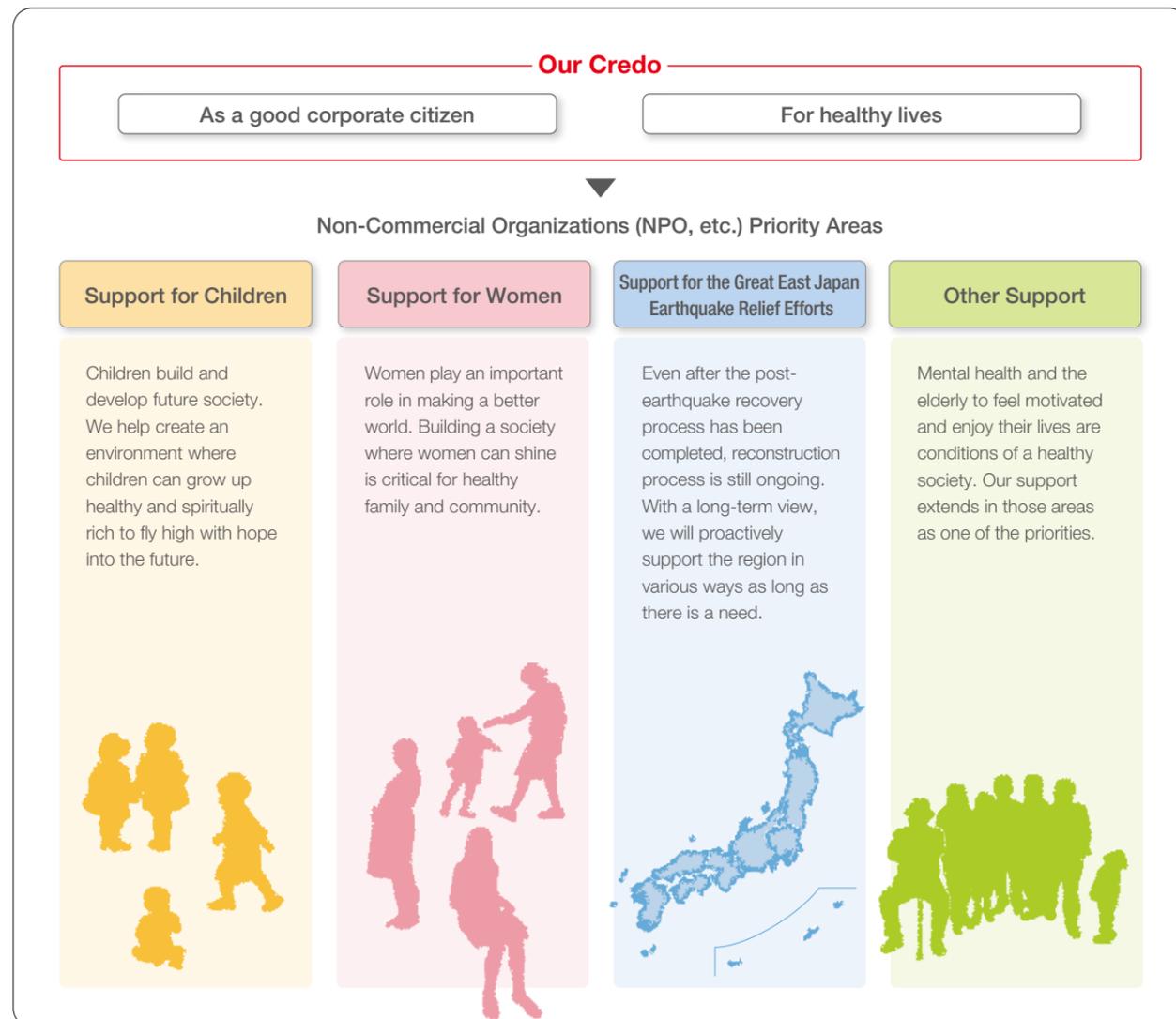
# Improving Current Social Issues with a Long-Term View

To fulfill the third responsibility in Our Credo, as a good corporate citizen, Johnson & Johnson is engaged in activities to make the world a better place and for everyone to live healthy lives. In particular, we identify priority areas for corporate donations to improve various health issues in the world by supporting non-commercial organizations (NPO, etc.) from a long-term view.



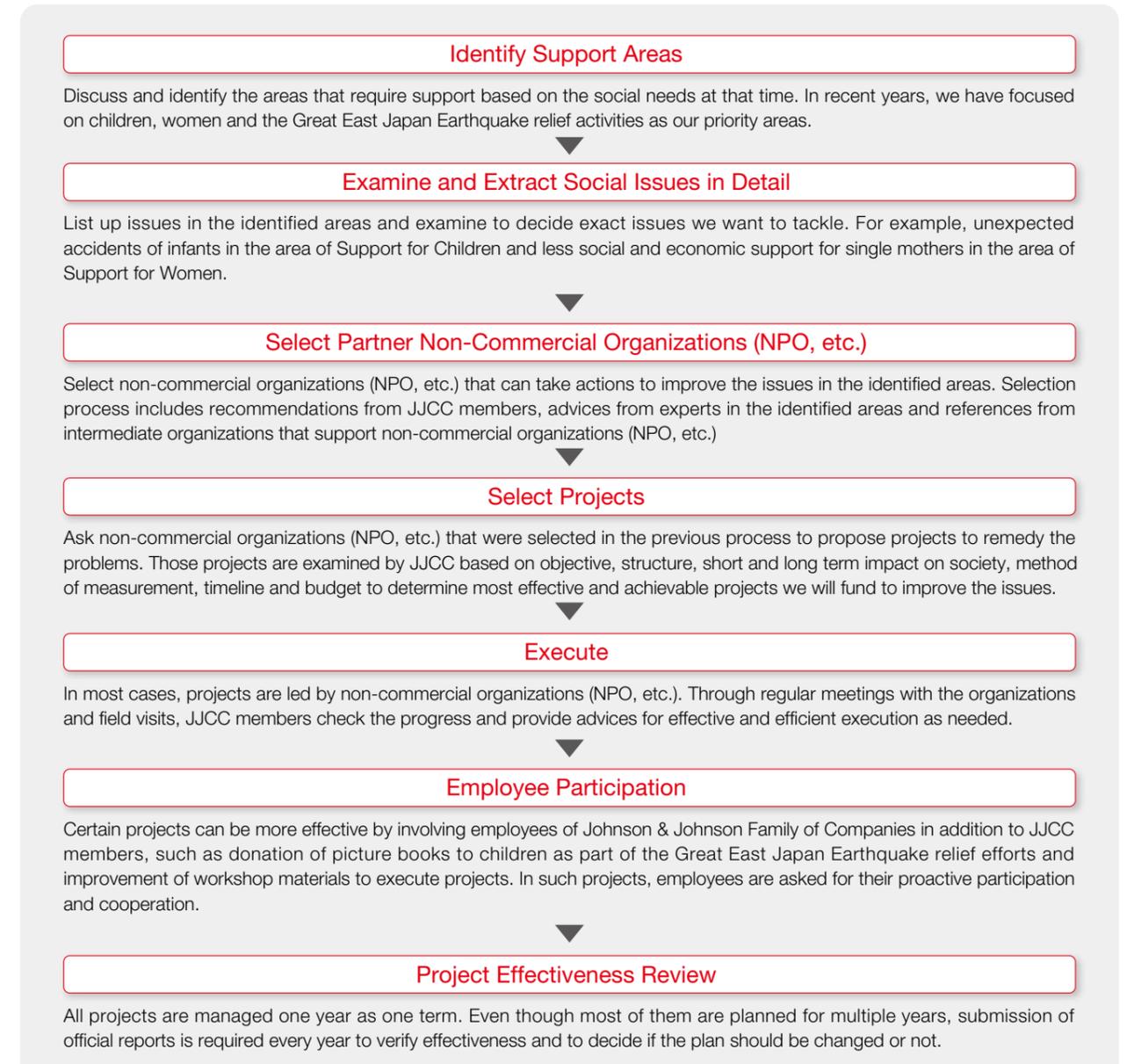
## Priority Areas to Support Non-Commercial Organizations (NPO, etc.)

We support non-commercial organizations (NPO, etc.) who work in the priority areas. In addition to “Support for Children” who will play a great role in realizing a better society and “Support for Women” who play a great role in the family and society, “Support for the Great East Japan Earthquake Relief Efforts” has been identified as a priority.



## Support for Non-Commercial Organizations (NPO, etc.)

We provide grants to non-commercial organizations (NPO, etc.) for their projects in order to address health-related social issues with a long-term view. Our role is to build trustworthy relationships with non-commercial organizations (NPO, etc.) and support them in various ways so that they can execute their projects to deliver best outcome to address the issues.



## What JJCC Values in Giving Grants

### 1 Sharing thoughts

JJCC aims to bring a difference in people's lives and societies through projects. In order to do so, sharing the direction and vision of society we want to achieve with our non-commercial organization (NPO, etc.) partners is critical.

### 2 Setting Clear Goals

Social issues we address are complex and the solutions vary. In giving grants, we value setting clear goals in order to clarify solutions and align with non-commercial organizations (NPO, etc.) to tackle issues in a most effective way.

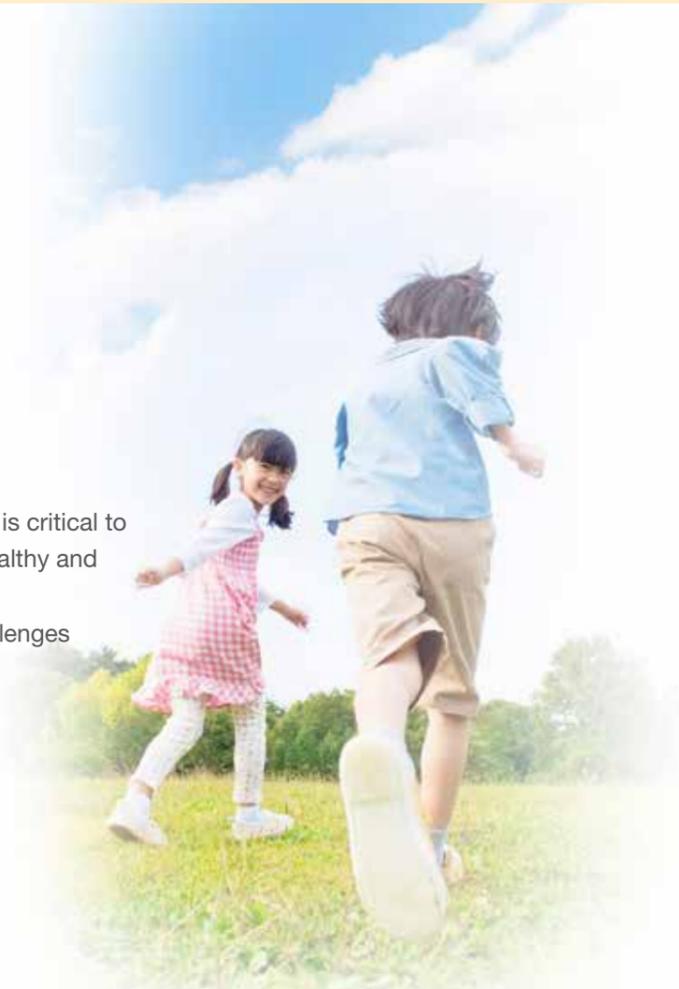
### 3 Effect Verification

Not all projects run as planned. Therefore, after execution of every project, we compare results with the original plan to see the level of achievement and how impactful the project was to the society. This review is done with the non-commercial organizations (NPO, etc.) to improve the projects in the following year.

# For Their Safe and Healthy Growth

Children build and develop future society. We believe it is critical to help create an environment where they can grow up healthy and spiritually rich to fly high with hope in the future. It is our hope to support children who face various challenges in this increasingly complex society to further expand their possibilities. What do we need to do for that? We think, identify and support activities to tackle those issues.

\*See p15-16 for Support for Children in the areas affected by the Great East Japan Earthquake



## Projects We Support

Awareness raising through nursery staff to protect young lives from unforeseen accidents.

Education to Prevent Infant Accidents in the Home  
 Nippon Hoiku Kyokai  
<http://www.nippo.or.jp/>

According to a survey by Ministry of Health, Labour and Welfare, unexpected accidents are one of the top death causes of infants and toddlers one year and older every year. Most of those accidents occur in the home and can be prevented by adults paying good attention. In order to prevent such infant accidents in the home, we support create "Safe Child-Raising Card" for guardians, a card showing how to prevent accidents and points to know along with their growth. The cards have been distributed by nurses together with the training to the guardians at 44 nurseries that support this idea.



Developing Teacher with Leadership to Solve Educational Challenges in Japan

Next Teacher Program  
 NPO Teach For Japan  
<http://teachforjapan.org/>

Schools in Japan face many serious challenges including poverty and educational inequality. Among OECD countries, Japan is one of the countries with highest relative poverty rates of children\*. This program is about supporting development and production of teachers with leadership who can solve such complex and serious challenges so that the children can develop abilities to explore a new era. The program collaborates with the school board in Nara to dispatch passionate supporters with work experience and high potential of becoming teachers. The goal of the project is to improve academic skills and attitudes of children with challenges at schools, facing them in honesty, and to build know-how of teacher hiring and new teacher development by working with schools.

\*Relative poverty rate: percentage of population with income less than median income, thus a measure of income inequality.



Supporters participating in a 3-week training camp as "fellows" before assigned to schools.

From **Teach for Japan**

## Contributing to Development of Education in Japan as "Central Players", Together

Our desire is to support children under serious challenges to improve their academic skills and morale, and to establish study habits. We hope to improve the academic level of the community in mid-term and bring educational reform involving the entire society in long-term. To achieve this, understanding and support of many stakeholders is essential and we must not forget to thank those who support us. Whenever there is an opportunity, we hope our supporters to see educational fields and fellows to share problem consciousness and discuss to solve issues. Looking forward to contributing to development of education in Japan together as "central players."

**Yusuke Matsuda**  
 CEO/ Founder, NPO Teach For Japan

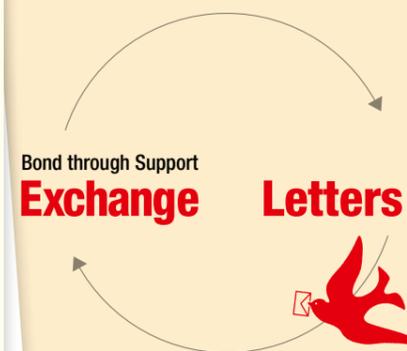


From **JJCC Supporter**

## Empathizing with Passion for Children, High Aspiration and Concrete Goal-Setting

My relationship with Teach for Japan started by learning their study support activity for children affected by the Great East Japan Earthquake. As a mother of two daughters, I wanted to do what I could for children's future. Mr. Matsuda and staff are filled with strong passion wanting more children to receive better education. They also have high aspiration and a clear goal of changing the education in Japan. I sometimes refer to their clear goal-setting and excellent execution of strategy to realize the vision in my day-to-day operations. I am so grateful since they are always positive about activities of JJCC, saying "it is a great opportunity to introduce their activities to others."

**Kumiko Sato**  
 Johnson & Johnson K.K. Medical Company





# Realizing a Society Where All Women can Shine

Women's social advancement has been promoted over the last decades. They play an important role in making society a better place and expand their presence in the world. On the other hand, there are many women who struggle to balance work and family and who feel alone without having anyone to seek economic support or help. We aspire to take care of every woman and support activities that help them comprehensively.



## Project We Support

**For Single Mothers to Enjoy Lives with Children**

**Making Places for Single Mothers and Supporter Development**  
**NPO Single Mothers Forum**  
<http://www.single-mama.com/>

Many single mothers have economic concerns and are vulnerable to social isolation. NPO Single Mothers Forum creates places (or opportunities) for single mothers to talk concerns for employment or parenting with each other to gain information to solve issues. The organization also hosts skill improvement seminars for staff of local citizen groups to provide effective support for single mothers in the communities.



**Hosting Seminars to Heal Mental Wounds and to Shine in the Society**

**Mental Care Seminar**  
**NPO Resilience**  
<http://resilience.jp/>

Why does domestic violence and abuse occur? What kind of impact does violence have? Mental Care Seminar offers an opportunity for women to think how to recover from traumatic experiences such as domestic violence, abuse and power harassment, together with facilitators so that they regain their power and see themselves with a new perspective. Seminars to train facilitators to host Mental Care Seminar are also available.



**Supporting Economic Independence of Single Parents through a Broad Range of Job Assistance**

**Job Assistance for Single Parents**  
**Single Parents Tokyo-Single Parents with Children Welfare Association in Tokyo**  
<http://www.tobokyou.net/>

Single-parent families are mother-only or father-only families. For most single-parent families economic concern is a serious issue. Single Parents Tokyo hosts job assistance activities for women aiming for their economic independence. The activities include support to obtain certifications for employment, "The Road to Becoming a Nurse" seminars, PC classes, E-mail writing classes and networking with other single parents.



**Supporting Better Education and Parenting through Better Stress Management**

**Stress Management Seminar for Family**  
**NPO Edison Club**  
<http://www.e-club.jp/>

Stress is a factor in every one's life in the modern society and it is not easy to avoid. Often stress of parents and other adults can have significant impact on sensitive children. Thus it is important to know how to reduce stress effectively and live with it smartly. The seminar supports better parenting and better education through stress management of children and those who are involved in raising children.

From **Single Parents Tokyo**

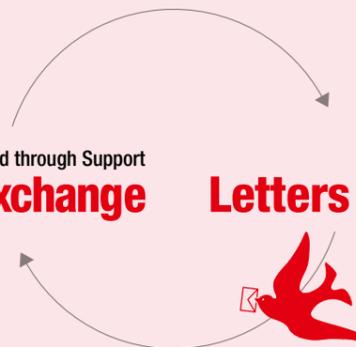
## Support Truly Required for Happiness of Single-Parent Families

This year again, thanks to the support from Johnson & Johnson, we could host many activities including a seminar on certification useful for business called, "Is Certification Really Beneficial for Career?" and a seminar to support reemployment of nurses called, "The Road to Becoming a Nurse." Thank you very much. Though our organization has supported single parents for 65 years with the help of supporters and our senior colleagues, we realize that there are an increasing number of single-parent families and also their poverty. Support from Johnson & Johnson is not that of ordinary. It is a valuable support that can be delivered to those who are in real need. Your continued support is appreciated to help single-parent families live happier lives.



**Ikuko Takada**  
 President, Single Parents Tokyo-Single Parents with Children Welfare Association in Tokyo

Bond through Support  
**Exchange Letters**



From **JJCC Supporter**

## Things We Can Do to Help More People Have Better Lives

I took over the position without knowing much about single-parent families. Single Parents Tokyo kindly taught me about issues surrounding single parents and their passion for running the organization, which was very enlightening. Johnson & Johnson has supported the organization in various ways such as helping them host skill improvement programs for single parents and lending our meeting rooms. Through such opportunities I learned the significance and difficulty of their challenges and their attitude of sincerity towards such challenges. Though there are many issues to solve, it is our hope to see them continue to engage in activities to help more people have better lives.



**Shota Takase**  
 Johnson & Johnson K.K. Medical Company



# Solid Path for Recovery Leading into Tomorrow



Three years have passed since the Great East Japan Earthquake. Because the memory starts to fade out of most people's minds, we need to understand the changing status of affected areas, capture local needs from a long-term view and continue to support proactively in various ways. Our support respects voices of the people in the affected areas. Our support includes community activities in temporary housing, local reconstruction and support for children and women in the affected areas.

## Projects We Support

### Improving Lack of Exercise of Children, Reducing Anxiety and Stress of Parents

**Children Development Program in the Community**  
**NPO A School of the Earth (The Nippon Foundation)**  
<http://chikyunogakkou.org/>

Due to nuclear power plant accident caused by the Great East Japan Earthquake, lack of exercise of children whose outdoor activities are restricted as well as anxiety and stress of the parents in Fukushima have become increasingly serious. The organization holds exercise programs for children at school gymnasiums and study seminars for parents to provide accurate information and reduce their anxiety.



### Supporting Play and Learning for Bright Smiles of Children

**Saturday Children's Campus in Fukushima University**  
**Faculty of Human Development and Culture, Fukushima Future Center for Regional Revitalization**  
<http://111.68.211.96/volunteer/>

Since April 2012, Saturday Children's Campus (15 times a year) has been held for elementary and junior high school students evacuating in temporary housing and permanent rental housing. The organization provides play and learning activities in the university campus such as a playground for children and classes where college students come and teach.



### Developing People for the Future of the Country from the Affected Areas

**Moriumius - Complex that Offers Experiences**  
**Public Interest Incorporated Association sweet treat 311**  
<http://www.moriumius.jp/>

The organization renews a 90-year-old abandoned school in Ogatsu, Ishinomaki City in Miyagi as a learning and communication hub. The activity helps develop sustainable strength to live among children in the affected areas through programs experiencing nature and co-existence such as agriculture (soil preparation) and woodworking (building furniture)



### Supporting Creation of New Jobs by Dispatching Business Managers

**Right-Hand Dispatching Program**  
**NPO ETIC.**  
<http://www.etic.or.jp/>

In the affected areas, passionate community leaders with vision have started their challenge of creating new jobs. To achieve this it is critical to secure managers with high business skills. Thus, the organization advertised for projects that would contribute to "health" of affected people and drive creating "new jobs" in Tohoku. Right-hand men of those leaders will be dispatched to drive activities and develop new jobs in the affected areas.



### Contributing to Provision of Rich Medical Services Meeting the Needs of the Field

**Donating Portable Medical Devices to Temporary Clinic**  
**Japanese Association of Medical Logistics for Disaster**  
<http://www.jameld.jp/>

In disaster medical assistance, logistics such as dispatching health care professionals, transportation of drugs, local operation arrangements, information collection and making contact with local institutes plays a great role. Japanese Association of Medical Logistics for Disaster donated portable medical devices that meet current needs and usable in an emergency to temporary clinic in the affected town of Otsuchi in Iwate to help improve treatment activities and health care environment in the area.



From **The Nippon Foundation**

## Grateful for Providing Support Using Corporate Expertise beyond Funding

Today, outdoor activities for children are restricted in many regions in Fukushima after the earthquake due to various causes. Therefore, lack of exercise has been a serious issue in the communities and anxiety and stress of parents have increased. Thanks to your donation, Japan Foundation could support "A School of the Earth" and took a new step to supporting people in Fukushima. Not only this issue in Fukushima but in general, our activities are rolled out to tackle complex social issues. Johnson & Johnson supports us by designing rating index and promoting and improving verification processes by using its corporate expertise. The way you support us has been very helpful and I hope other private funds can also learn and introduce them like we did.

**Yasushi Higuchi**  
 The Nippon Foundation



Bond through Support  
**Exchange Letters**



From **JJCC Supporter**

## Providing Caring Support through Proactive Assistance and Experiences

Even three years after the Great East Japan Earthquake, children in Fukushima cannot play outside freely and their parents suffer from anxiety. While we were looking for a way to support the area, we learned initiatives of A School of the Earth from Mr. Higuchi and decided to start supporting them from 2014 to help launch children's exercise program. Our support for A School of the Earth is not only funding but also reading books to children and playing together in the forest in Miyagi. We believe we could care more by engaging from various aspects. We will continue to acquire information on people in need and the status of affected areas through The Nippon Foundation, information we cannot acquire only by ourselves, to keep supporting more people for a long time.

**Sawa Ito**  
 Johnson & Johnson K.K. Medical Company





# Creating a Society Friendly for Everyone



Not only physical but also mental health is important for people to live happy, healthy lives. Today, Japan is one of the countries with most rapidly aging society. The country also faces issues of nuclear families and less bonds in the communities. In such society, not a few people feel weak and lose confidence due to anxiety at work and troubles with relationships or other issues such as poverty and illness. We help roll out activities for a society where people can support each other.

## Projects We Support

### 'Peer Support' Communicating Knowledge and Experiences between Families of Patients

Family Study Sessions by Families of Patients with Mental Disorders  
 NPO Community Mental Health & Welfare Bonding Organization  
<http://comhbo.net/>

COMHBO provides various activities for people with mental illnesses to live proactively. Peer support is considered to be effective for families of patients with mental disorders such as schizophrenia, a support which the families of patients tell their knowledge and experiences with each other. The organization supports provision of knowledge on illness, treatment and coping methods as well as freedom from social isolation, discrimination and prejudice through the worldly renowned family study sessions and communications between the families.



### Window Where People with Pain and Suffering Can Always Call for Help

Improving Suicide Prevention Hotline  
 Tokyo chapter of Befrienders Worldwide  
<http://www.befrienders-jpn.org/>

The organization offers suicide prevention hotline where people with pain and suffering wanting to die can always call for help and their grievous cries are listened to and caught. Their activities for suicide prevention include recruiting of new volunteers to care them and training for improvement of skills and motivation of existing counselors.



### Building Communities Where People Can Live for a Long Time

Networking Meals on Wheels for the Elderly  
 Meals on Wheels Japan  
<http://www.mow.jp/>

Recently, more and more elderly live alone due to nuclear family system. In Japan, there are a number of groups that support meals for the elderly. The organization helps expand communities where anyone can live for a long time even after they become seniors through provision of information on national policies, best practices of other groups and networking seminars to the "meals on wheels" organizations across the country.



### Encouraging Proactive Employee Volunteering Applying for a Volunteer Grant

In order to support volunteer activities of employees of Johnson & Johnson Family of Companies, JJCC encourages employees to apply for internal volunteer grants. Through this volunteer grants program, JJCC funds activities and donates our products to non-commercial organizations (NPO, etc.) that employees are involved in. We donated to around 40 organizations in 2014.



From **Meals on Wheels Japan**

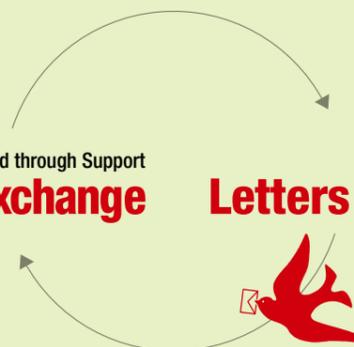
## The Value of Support through Collaboration with Individuals

I believe the most unique point of Johnson & Johnson's social contribution is that it is carried out through collaboration between the JJCC supporters (J&J employees) from various divisions and us. We share awareness of the issues together, discuss effective solutions together and physically work together. This face-to-face support is truly unique to Johnson & Johnson. In the volunteer program, many employees joined our meals on wheels activities in the communities. I truly admired the way they proactively engaged in various social issues beyond the bounds of business. I hope Johnson & Johnson continues to exert its leadership in social contribution activities so that activities of organizations like us will be more open to society.



**Kakuji Hirano**  
 Executive Director, Meals on Wheels Japan

Bond through Support  
**Exchange Letters**



From **JJCC Supporter**

## Learning through Meal Delivery Service becomes Valuable Knowledge and Experience

Johnson & Johnson supports PR of meals on wheels services. As part of it, we hosted Japan Meals on Wheels Service Activity Seminar at our Cafeteria. I became responsible for the organization only in 2013 and need to understand their activities more. I learn a lot by talking to them. In particular, at the Japan Meals on Wheels Service Activity Seminar at the end of July, presentations on care food and community comprehensive care system by Ministry of Agriculture, Forestry and Fisheries of Japan as well as Health and Welfare Bureau for the Elderly in Ministry of Health, Labour and Welfare, activities of each group and community organizing methods were truly helpful for me. The learning through JJCC activity has become very precious knowledge and experience for me.



**Satoru Yamanaka**  
 Johnson & Johnson K.K. Medical Company

## Employee Volunteering

# “Wanting to Help Someone” – Turning Their Passion into Action

Encouraging employee volunteering is an important theme of JJCC. Circles of volunteering linked with events and initiatives where employees engage proactively are now expanding.



### Disaster Area Visit and Help Building Pottery Kilns

**Tomoe Aoki**  
Janssen Pharmaceutical K.K.

I visited the Great East Japan Earthquake disaster area and made potteries with people in temporary housing, carried kiln bricks and prepared logs for a seafood barbecue. Every time, we worked in the morning and visited the disaster areas in the afternoon. The areas looked like the time has stopped for 3 years where houses were completely washed, abandoned and turned into grassland. The experience made me realize the necessity of continuous support for the affected area again.



### Blind Soccer

**Kosuke Osumi**  
Johnson & Johnson K.K.  
Consumer Company

I joined operation volunteer for the Japan Blind Football Championships. On day one, I distributed flyers outside the venue though there were not many visitors due to the rain. On day two, I put on a stuffed animal suit to add some excitement to the event. I watched the games at close range and was amazed by the powerfulness and quality of blind soccer.



### Family Bread Making Class at Swan Bakery

**Masanobu Shimamura**  
Johnson & Johnson K.K.  
Medical Company

It was a great time for me spending time with my child which I cannot do often. Passion of the founder, supervision at stores and possibilities of employment that change by the level of disability was a very good learning both for me and my child.



### “Eating Volunteer” with Japan Association for Refugees

**Yuka Matsubayashi**  
Johnson & Johnson K.K.  
Medical Company

I participated in the Eating Volunteer at a restaurant run by a refugee couple from Myanmar. We enjoyed local menu such as Mohinga rice noodle and chicken potato curry. Other participants said they “liked the tasty food and detailed explanation”, and “gained good understanding of refugees.” It was a unique volunteering where you eat, drink and be inspired to help someone.



### Sakura Bakery Pop-Up Shop at the Office Lobby

**Manami Adachi**  
Johnson & Johnson K.K.  
Consumer Company

Sakura Bakery, a bakery where mentally challenged people work, opened a pop-up shop at our office lobby. Many employees came to buy at lunchtime and the bakery sold 15 varieties, 275 pieces of bread (including lunch sets and bread sets) and 15 varieties, 270 pieces of baked goods, total of 92,170 yen!



### Cleaning and Activity at Children's Home in Maebashi

**Yukiko Ito**  
Johnson & Johnson K.K.  
Medical Company

After trash picking and having lunch with the children at Kane no Naru Oka Shonen No Ie children's home, we enjoyed playing dodge ball and games. This was my second participation in the program and I was very happy to see some familiar faces I met last time.



### Helping at Cocoromi Gakuen's Winery

**Kuniharu Yamada**  
Janssen Pharmaceutical K.K.

I helped putting bags over the grapes at Coco Farm Winery run by Cocoromi Gakuen where some 150 people with severe mental disorders live like a family. Raising arms high under the scorching sun was a heavy work but it was fun working with others. Wine after work coursed through our tired bodies, bringing a happy moment and comfortable fatigue.



### Beading Phone Straps in HQ to Donate for Family House

**Sakurako Aoki**  
Johnson & Johnson K.K.  
Medical Company

At Family House residential facilities for children with intractable diseases such as cancer and their families, birthday presents are given to children who use the facility. Thus, we beaded cell phone straps for the Family House to give to children as their birthday presents. Beading straps looked tough at first but we helped each other, enjoyed the shine of beads and ended up making 300 phone straps in total.



### Communication with People at Ambulatory Nursing Facility Fukinotoh Day Home

**Akiko Shimamura**  
Janssen Pharmaceutical K.K.

I spent time talking and moving body together with the elderly. I learned that people who come to this facility have difficulties going out on their own and that is why they come here to communicate with other people and that the visiting of volunteers like myself would be a good stimulation for them.



### Supporting the Disaster Affected Areas through Volunteering by Buying

**Shino Futatsugi**  
Johnson & Johnson K.K. Vision Care Company

**Yuko Mori**  
Johnson & Johnson K.K. Consumer Company

Volunteering by Buying started in 2011 after the Great East Japan Earthquake, selling products made in the affected areas (made by the factories of areas seriously hit by the earthquake and tsunami) at the Cafeteria of the head office. Every time many employees visit the event and we sell over 1 million yen each time.



### Visiting Children's Home Again This Year

**Kazuhiro Ida**  
Johnson & Johnson K.K.  
Medical Company

This year too, I visited Haruka Gakuen Children's Home and played hard with the children there. It was very moving when they gave me a big letter saying “Thank you” when we left.



### Help Prepare a Soup-Run at Second Harvest

**Kentaro Ota**  
Janssen Pharmaceutical K.K.

Second Harvest receives from supermarkets vegetables that are edible but difficult to sell and cook them for soup-runs for homeless people. I joined preparation of a soup-run for 300 people. By knowing the fact that so many fresh vegetables and fruits are discarded because of the slight damages, I reflected on and regretted about the food I had wasted so much.



### Cleaning Around Minatogawa Shrine

**Suguru Kudo**  
Janssen Pharmaceutical K.K.

I joined the annual cleaning of areas around Minatogawa Shrine, picking many empty cans and cigarette butts. While cleaning the area for about 90 minutes from 8am, I was reminded of our third responsibility in Our Credo.



### Pro Bono for Japanese Service Dog Resource Academy

**Ayako Tashima**  
Johnson & Johnson K.K.  
Medical Company

Japanese Service Dog Resource Academy provides accurate information on the Service Dogs Act and reports out study and information on service dogs so that the users of service dogs are not rejected at restaurants or hospitals. We first listened to the challenges they encounter then the 7 participants discussed over to propose future direction. Our proposal was appreciated by the executive board members and I hope it will be used in their fund raising in the future.



### Cleaning Ronald McDonald House

**Mari Yokomori**  
Johnson & Johnson K.K.  
Vision Care Company

Ronald McDonald Houses are accommodation facilities for children with diseases and their families. Our team cleaned the Todai House on the campus of University of Tokyo in Hongo. The team was all excited and had a pleasant sweat after cleaning the house. We also wrote wishes on strips of paper as the house was preparing for the Star Festival.

## Other Social Contribution Activities by Johnson & Johnson



### Supporting and Increasing Volunteer Awareness among Employees

#### Monthly events

Every month at Johnson & Johnson Head Office, programs of activities which employees can casually participate in are offered. Awareness-raising activities and experience-focused events are offered based on a belief that raising an awareness of less-popular social issues among employees and encouraging them to tell others would be the first step to solution. Programs include issues on accepting service dogs (guide dogs, service dogs and hearing dogs) at public facilities, hotels and supermarkets, refugees in Japan and issues people with disabilities face in their daily lives by experiencing the visual impairment.



### Knowing Activities of JJCC and Non-Commercial Organizations (NPO, etc.)

#### Contribution Week 2014

For 3 days from September 17-19, 2014 non-commercial organizations whose projects are granted by JJCC were invited to talk about social challenges they face today, how they try to solve them and the outcome. Presidents of Johnson & Johnson Family of Companies also talked about their passion for social contributions and activities they engage in to encourage more employees to participate in volunteering.



### Supporting Areas Hit by Natural Disasters

#### Disaster Relief Fund and Goods Donation

In the event of serious natural disaster such as earthquake, we raise funds and donate goods to provide livelihood support to people and recover areas affected by the disaster. Johnson & Johnson matches donations of the same amount raised by the employees and donates to the affected areas through local supporting organizations. In 2014, 2,878 towels were donated by the employees across the country for the areas affected by frequent landslides and flood damages due to heavy rains to clean the mud from the houses.



### Improving Skills and Networking of Non-Commercial Organizations (NPO, etc.)

#### NPO Partnership Day

On December 9, 2014 non-profit organizations whom we support and who work in our priority areas were invited to the Head Office for the lecture on "Communication Tips" to further enhance their activities. The lecture was followed by a party with JJCC members where organizations work in the same areas shared information and networked with other organizations to seek new opportunities for collaboration.



## Society Will Change If There Are More Companies with an Organization like JJCC

Over 300 voice files have been recorded for the Bouquet of Voices\* by the employee volunteers, an activity which Johnson & Johnson has supported for many years. Those files can be downloaded from anywhere in the world for free from our website. This activity has become a universal design used not only by people with visual impairment but also by the elderly and those who study Japanese. Recently, more companies are engaged in employee-led volunteer activities like Johnson & Johnson. When we receive inquiries from companies who want to promote social contributions, we refer to your method of "creating a cross-functional supporting organization in the company." I believe if more companies introduce

this approach, they can involve more employees in volunteering. As an intermediary support organization bridging companies and NPO, we hope to build such society.

\*Voice service of health information posted on Baby Counseling Room (<http://www.johnsons.jp/baby/faq/>) by Johnson & Johnson K.K. Consumer Company

**Sakiko Kasegawa**  
Senior Manager,  
Japan Philanthropic Association



## The Healthy Society Award

# The Tenth Healthy Society Award Recognizing Those Who Devote Themselves for Improving Citizen's Health, Welfare and QOL

On Thursday, March 13, 2014 the Japanese Nursing Association and the Johnson & Johnson Group hosted the presentation ceremony and party. In 2014, 6 recipients (7 individuals) were awarded from Academic Section, Volunteer Section (domestic and international), Health Care Professional Section and the Tenth Anniversary Special Section.

### About the Healthy Society Award

The Healthy Society Award of the Japanese Nursing Association and the Johnson & Johnson Group was founded in 2004 to give tribute to individuals or leaders of organizations who made significant contribution for improving citizen's health, community health and quality of life through academic, education, health care, politics, volunteering and civic activities.

#### Judging Process

Awardees are selected by a panel of 8 renowned experts based on strict criteria  
<http://www.healthysociety-sho.com>

#### Ceremony Overview

Date: Thursday, March 13, 2014  
Venue: Palace Hotel Tokyo  
Sponsored by: Japanese Nursing Association, Johnson & Johnson Group  
Supported by: Ministry of Foreign Affairs of Japan, Ministry of Finance, Ministry of Education, Culture, Sports, Science and Technology, Ministry of Health, Labour and Welfare, Ministry of Economy, Trade and Industry, All Japan Hospital Association, Japan Medical Association, Japan Hospital Association



### Academic Section



**Kiyoshi Kitamura**  
Professor, International Research Center for Medical Education, Graduate School of Medicine, the University of Tokyo

Led medical education support in Afghanistan and Laos in the 2000s. His activities based on the belief that education system of physicians contributes to improvement of health and health care of the country even after the assistance are highly appreciated globally. He also contributes to development of medicine and nursing in Japan.

### Volunteer Section (Domestic)



**Yasuyuki Shimizu**  
Representative, NPO LifeLink Suicide Prevention and Support Center

After studying in the United States and graduating from university, he joined Japan Broadcasting Corporation (NHK). Inspired by one of his programs, he started working on suicide prevention seriously and founded NPO LifeLink in 2004 when he resigned NHK. His tireless efforts drove establishment of the Basic Act on Suicide Prevention.

### Volunteer Section (International)



**Tadashi Nagahama and Haruko Nagahama**  
Chairperson and Secretary-General, Japan Biovillage Association

In 1992, Tadashi Nagahama resigned the company he worked for to start volunteer activities in Inner Mongolia Autonomous Region in China. Later, his wife Haruko joined him and together they have rolled out various activities to prevent desertification and realize "the vision of creating biovillage" to establish a village teemed with life.

### Health Care Professional Section (Domestic)



**Akihiko Takahashi**  
General Manager, Hibari Clinic

After working in community medicine for 10 years in his hometown Shiga, he moved to Tochigi to improve home care network. In 2008 he opened Urizun respite care facility for children with severe disabilities, accepting children on mechanical ventilators during daytime.

### Health Care Professional Section (International)



**Mizuko Tokunaga**  
Representative, NPO AMIS D'AFRIQUE

After she traveled to Democratic Republic of Congo (formerly the Republic of Zaire) in 1970s for health care activities, in 1991, she founded NGO AMIS D'AFRIQUE (became NPO in 2008) to tackle AIDS in Africa. She is also engaged in youth (student) education in Japan.

### Tenth Anniversary Special Section



**Satoko Kikuchi**  
Director of Nursing, Jinmeikai Saito Hospital

After graduating from nursing school she worked as Chief Nursing Officer and Acting Director in several hospitals before she joined Saito Hospital in Ishinomaki city in 1993. When the Great East Japan Earthquake occurred, she demonstrated her leadership as Director of Nursing and protected the function of the hospital and patients by coping to the situation calmly.

# Healthier Lives and Smiles to the People around the World



Asia Pacific

Worldwide

## For Effective Social Contributions Based on Global Strategy

Johnson & Johnson Group rolls out various social contribution activities in the global society to fulfill “our responsibility for the communities we live in and work and for the world community” in Our Credo. In 2013, we provided monetary support and our products worth USD 993 million to some 600 programs in over 50 countries to help improve lives of people around the world. In order to promote such activities more effectively with non-commercial organizations in the communities, Johnson & Johnson rolls out proactive initiatives based on our global strategy.

### Global Strategy

#### Pillar 1: Saving & Improving the Lives of Women & Children

- Improve maternal and infant health
- Promote the health and development of children and youth
- Advance the empowerment of women and girls

#### Pillar 2: Preventing Disease in Vulnerable Populations

- Prevent HIV transmission and improve care and supportive services
- Increase access to integrated
- Solutions that prevent onset of chronic conditions and support those coping with them

#### Pillar 3: Strengthening the Healthcare Workforce

- Increase interest in and reduce barriers to entering the health care workforce
- Improve the skills of health workers and community members who care for the underserved
- Improve leadership and management in health care system

Millennium Development Goals

## Our Determination and Response to the Millennium Development Goals

The Millennium Development Goals\* were established following the Millennium Summit of the United Nations in New York in September 2000, following the adoption of the United Nations Millennium Declaration. The Millennium Development Goals are 8 universal goals in the field of development committed to be achieved by 2015 including “eradication of extreme poverty and hunger.” Among the Development Goals, Johnson & Johnson has pledged a commitment to advance initiatives to improve lives of women and children in particular.

\*8 goals that should be achieved by 2015: “To eradicate extreme poverty and hunger,” “To achieve universal primary education,” “To promote gender equality and empower women,” “To reduce child mortality,” “To improve maternal health,” “To combat HIV/AIDS, malaria and other diseases,” “To ensure environmental sustainability” and “To develop a global partnership for development.”

### Commitment

- First, making childbirth safer.
- Second, treating and preventing intestinal worms in children.
- Third, using mobile phones to share vital health information with new and expectant mothers.
- Fourth, eliminating mother-to-child transmission of HIV.
- Fifth, piloting and scaling therapeutic innovation through research and development to treat HIV, tuberculosis and neglected tropical diseases.

## Supports in Asia Pacific

Asia Pacific Region including Japan rolls out initiatives strategically to help achieve the Millennium Development Goals, following the United Nations Millennium Commitment.

### Neonatal Resuscitation Program

Birth asphyxia happens with 1-10 out of 100 babies.

It is a leading cause of infant mortality and can contribute to developmental issues. Johnson & Johnson supports technical training programs to educate neonatal resuscitation methods to health care professionals.



#### ● In India

The aim of the program is to provide neonatal resuscitation method training to 210,000 health care professionals so that every birth is attended by a birth assistance who received the training by 2015. The program started in 2009 and as a result infant mortality dropped 30% in 2012 from 2003.

#### ● In China

Neonatal resuscitation program for health care professionals has been rolled out for over 10 years in China. So far, close to 90,000 babies have been reported as saved from death.



Asia Pacific Contributions Committee

## The 8<sup>th</sup> Asia Pacific Contribution Ambassador Inauguration Ceremony

Asia Pacific Contributions Committee (APCC), heading contributions committees in the Asia Pacific region, appoints APCC Contribution Ambassador one from every country from employees who devote themselves to social contributions. 13 ambassadors appointed this year from each country or region will spend a year to proactively promote employee participation in social contributions in their market. In 2014, Ms. Yuko Goto from Johnson & Johnson K.K. Vision Care Company was appointed from Japan.



## Topics

### Passion Gathered for FIFA World Cup™, the World's Greatest Sports Festival

#### From the Areas Affected by the Great East Japan Earthquake to Brazil

Johnson & Johnson K.K. served as the first Official Healthcare Sponsor of the 2014 FIFA World Cup Brazil™ which ended with huge enthusiasm and passion. Our campaign was called CARE INSPIRES CARE™. Thirty-six employees were selected worldwide through “Champions of Care,” a program that recognized those who go above and beyond in caring for others. The employee Champions of Care were rewarded with a trip to Brazil to volunteer alongside their colleagues and attend a FIFA World Cup™ match. Mr. Eizaburo Tanaka, one of our Champions of Care, from Vision Care Company Japan was recognized for his engagement in debris clearing in Minamisoma City, Fukushima as a volunteer leader to support post-Great East Japan Earthquake recovery.

#### Energy Born in Brazil for the Future

Earthquake-related deaths outnumbered direct deaths in Fukushima three years after the earthquake due to prolonged stay in evacuation shelters. In order for the rest of the world to know this situation, Tanaka decided to apply to be a Champion of Care. Fellow Champions of Care who gathered in Rio de Janeiro shared caring words with Tanaka... one after another. Some said, “What you do is truly important,” or “Let me help you when I visit Japan.” There were some Champions who even cried and said, “The disaster seemed to be really devastating.” The world-dazzling FIFA World Cup Brazil™ did not only provide fun of football but also inspired people to think about what they can do for the future of their communities.



## Greetings from the Group Presidents

# Working as a Group to Encourage Employees to Face the World

Johnson & Johnson is committed to contribute to make the world a better place as a good corporate citizen. We believe it is important for not only the company but for each one of our employees to face the world and proactively engage in activities to do so. This attitude based on Our Credo has and will always remain throughout the ages.



## Our Mission is to be the Company that Embraces the Lives of Our Customers



**Mario Stein**  
President,  
Johnson & Johnson K.K.  
Consumer Company

At J&J Consumer Company, we offer products and services that our consumers rely on for healthy, vibrant daily lives. It would not be an exaggeration to say that our business enable the healthy growth and development of communities. Therefore, our value, “Responsibility to the communities,” which is stated in Our Credo, is regarded as one of our most important deeds that we must accomplish as good corporate citizens. With the changes happening in technology and lifestyle, the problems facing society are becoming increasingly complex. This is why, as a company, it is ever more important for each employee to think of what they can do for their communities and jump into action. We will grow together with our communities, contributing to a healthier and happier society.

### Johnson & Johnson K.K. Consumer Company

The Consumer segment offers a broad range of products essential to the daily lives of consumers used in the wound care, such as plasters, baby care, skin care, oral care such as toothbrush and mouth wash and OTC drugs such as eye-drop.

## Each One of Us is the Window to the World



**Tamotsu Hiiro**  
President,  
Johnson & Johnson K.K.  
Medical Company

Our Credo refers not only to responsibilities for issues and subjects our business activities directly impact but also for the communities we live in, respectively. Our Credo states clear that the company is a public institution but since a company is a collection of people, each employee must practice social contributions. While the company focuses on retaining good relationship with the society, each and every employee should have interest in various social issues, consider them from community viewpoints, recognize and practice the way a good citizen should be. Through nurturing the spirit of volunteering, ability to think the roles that a company and business should perform in the society is fostered and responsibility and pride for working for Johnson & Johnson in health care industry increase.

### Johnson & Johnson K.K. Medical Company

The Medical Segment imports and markets a broad range of innovative medical devices and products including the fields of surgeries and internal medicine. The segment provides the products of Johnson & Johnson Group worldwide as a health care expert partner.

## Social Contribution is a Steppingstone to Growth



**David R. Smith**  
President,  
Johnson & Johnson K.K.  
Vision Care Company

Johnson & Johnson expresses an attitude of wanting to be a good citizen responsible for the society and social contributions are the embodiment of such attitude. We not only provide monetary support but also encourage spontaneous activities of employees and build an environment where people can contribute to the society. This is because we believe that only the employees have power to change the world. Participation in social contribution activities gives people not only satisfaction but also joy and inspiration. Vision Care Company supports eye banks and the Japan Guide Dog Association from eye health point of view. Also, I joined the relief activity in Minamisoma with employees. As a company, we will continue to value activities of improving the lives of people in the communities in which we live and work.

### Johnson & Johnson K.K. Vision Care Company

The Vision Care Segment released Acuvue® the first disposable contact lenses in Japan in 1991. Since then, the segment has developed and offered an innovative range of products such as a daily disposable lens 1-DAY ACUVUE® and a daily disposable lens with a silicone hydrogel material 1-DAY ACUVUE® TruEye®.

## Participating in contribution activities to the society that let us grow and be inspired together



**Bruce Goodwin**  
President,  
Janssen Pharmaceutical K.K.

A company can grow only when it becomes integrated with society and community. Over the years with Our CREDO, J&J has continued to grow as a company by communicating with society as a member of the community and constantly thinking of what we can do for our patients and customers first above all else. We know that communication with society cannot be achieved only with financial support. When our employees participate in activities with members of the community on a voluntary basis as ordinary citizens, and when they are inspired by the experience and gain an awareness of new things, and then decide to continue participating in such activities – we believe that this is the kind of social contribution activities that will support sustainable growth and symbiosis with society. We will continue in future to support activities that let us always retain the sense to be part of the society and glow together.

### Janssen Pharmaceutical K.K.

Janssen is the Pharmaceutical Segment of Johnson & Johnson Group. Janssen Pharmaceutical K.K. has its own R&D division and advances the pharmaceutical business in Japan, offering an innovative range of solutions in oncology, immunology, mental health and infectious diseases.