

European Conference

“Towards a Greater Understanding of the  
Changing Role of Business in Society”

4th Session :

Corporate Social Responsibility in a globalised  
economy

Speaker:

Frank Welvaert and Michaela Mantel

Input:

«Corporate Responsibility as a new strategy of  
value creation»



EUROPEAN COMMISSION  
European Research Area



SEVENTH FRAMEWORK  
PROGRAMME

Funded under Socio-economic Sciences & Humanities

# Aga Khan Development Network Johnson & Johnson Partnership

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*Towards a Greater Understanding  
of the Changing Role of Business in Society*

*Brussels, 22 April 2010*

*Johnson & Johnson*

A K D N

AGA KHAN DEVELOPMENT NETWORK

# Johnson & Johnson Today



- World's largest health care company
- Approximately 115,500 employees worldwide
- More than 250 operating companies in 60 countries
- Selling products in more than 175 countries
- Headquartered in New Brunswick, NJ
- Sales of \$61.9 billion in 2009
  - MD&D - 38%
  - Pharma – 36%
  - Consumer – 26%

# ***Our Operating Model***

## **Our Credo**

### ***Operating Model***

***Broadly Based  
in Human  
Health Care***

***Managed  
for the  
Long Term***

***Decentralized  
Management  
Approach***

***Focused on  
People  
and Values***

### ***Growth Priorities***

***Innovative  
Products***

***Robust  
Pipelines***

***Global  
Presence***

***Talented  
People***

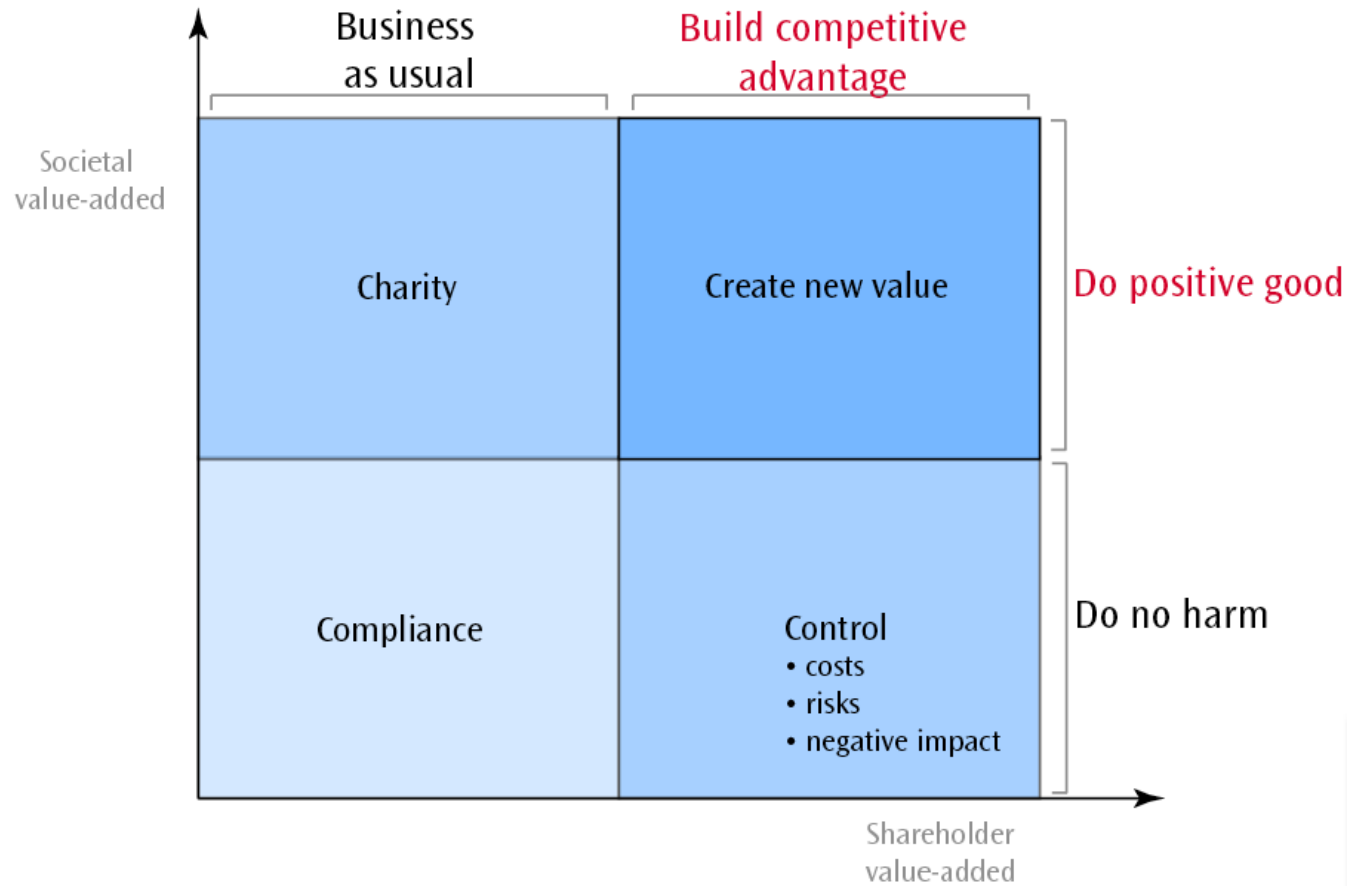
# Our Credo

Common set of values unifying diverse businesses

- Created in 1943
- Drives deep commitment to ethical principles
- The Four Tenets
  - Customers
  - Employees
  - Communities
  - Stockholders



# Value Creation (J. Nelson – IBLF/Harvard)

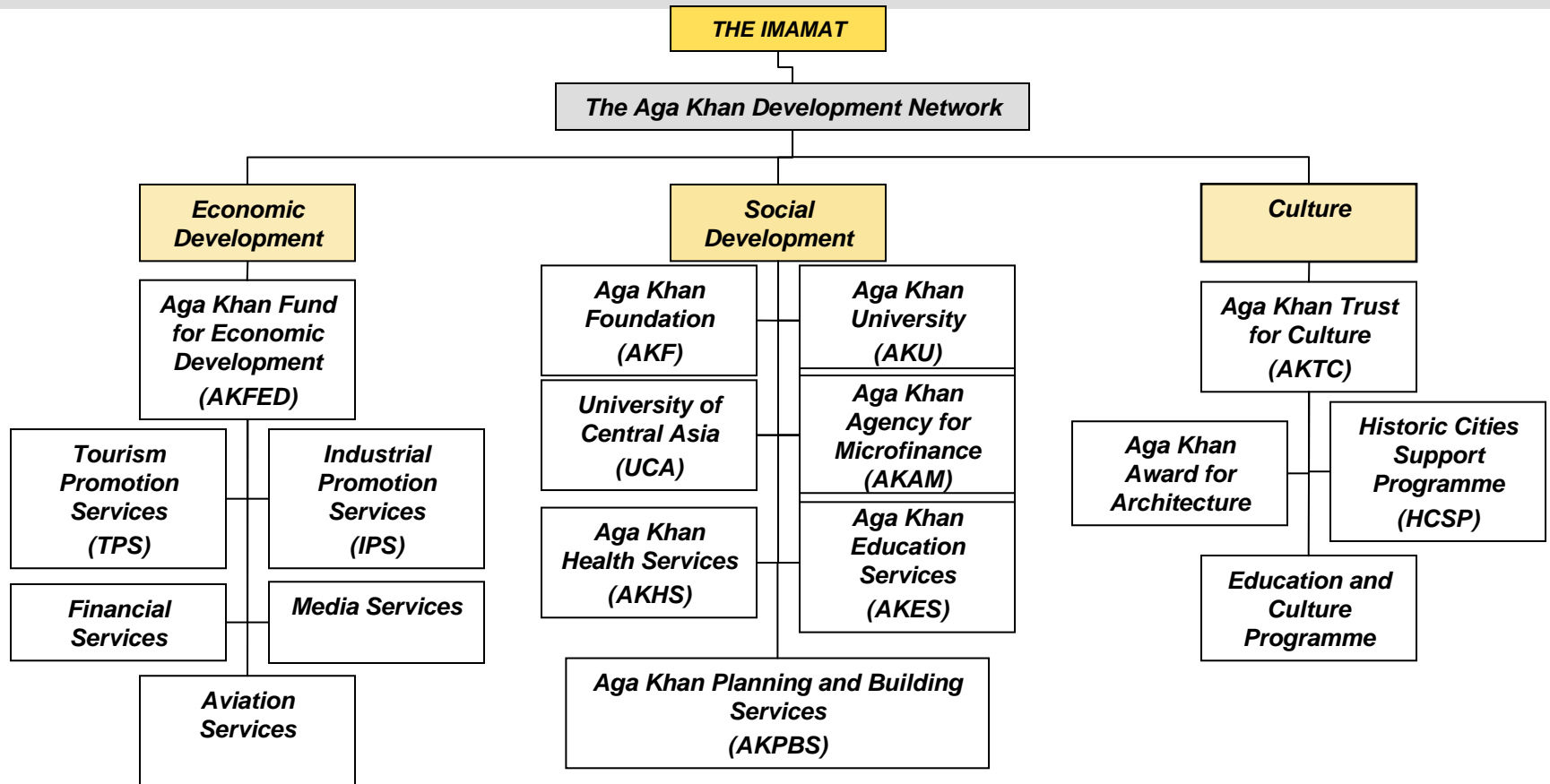


- Long-term commitment to regions and communities
- Embracing diversity and pluralism in programmes and operations
- Taking forward innovative approaches and lessons learned
- Investing in the development of human resources through programmes focusing on health, education and community development
- Building and enhancing sound institutional frameworks enabling social and economic development to grow

# Bridging Values and Priorities

<b>J&amp;J CSR Mission: To make life changing, long term differences in human health by targeting, through community engagement, the world's major health related issues</b>	<b>AKDN Goals in the Health Sector: To contribute to the overall well-being of communities by improving health outcomes</b>	<b>AKDN health programmes in East Africa (AKDN/J&amp;J cooperation)</b>
Building health care capacity	Innovations in educating health professionals	Advanced Nursing Studies (ANS)
Preventing diseases	Innovations in health promotion	Early Childhood Development – Resource Centres and Pre-schools
Saving and improving lives	Innovations in health services	Raha Leo Community Health Programme

# Aga Khan Development Network



- *A group of international, private, non-denominational development agencies*
- *Empowers communities and individuals to improve livelihoods and opportunities*
  - *Focus on poor people in resource-poor areas*

# AKDN worldwide: 30 countries, 7 regions



*North America*  
*Canada*  
*United States of America*

*Europe*  
*Bosnia-Herzegovina*  
*France*  
*Portugal*  
*Russian Federation*  
*Switzerland*  
*United Kingdom*

*West Africa*  
*Burkina Faso*  
*Congo*  
*Ivory Coast*  
*Mali*  
*Senegal*

*Eastern Africa*  
*Kenya*  
*Madagascar*  
*Mozambique*  
*Tanzania*  
*Uganda*  
*Rwanda*

*Middle East*  
*Egypt*  
*Iran*  
*Syria*

*South Asia*  
*Bangladesh*  
*India*  
*Pakistan*

*Central Asia*  
*Afghanistan*  
*Kazakhstan*  
*Kyrgyz Republic*  
*Tajikistan*  
*Uzbekistan*

# AKDN – J&J Partnership Programmes in East Africa

**Raha Leo Community Health Programme**

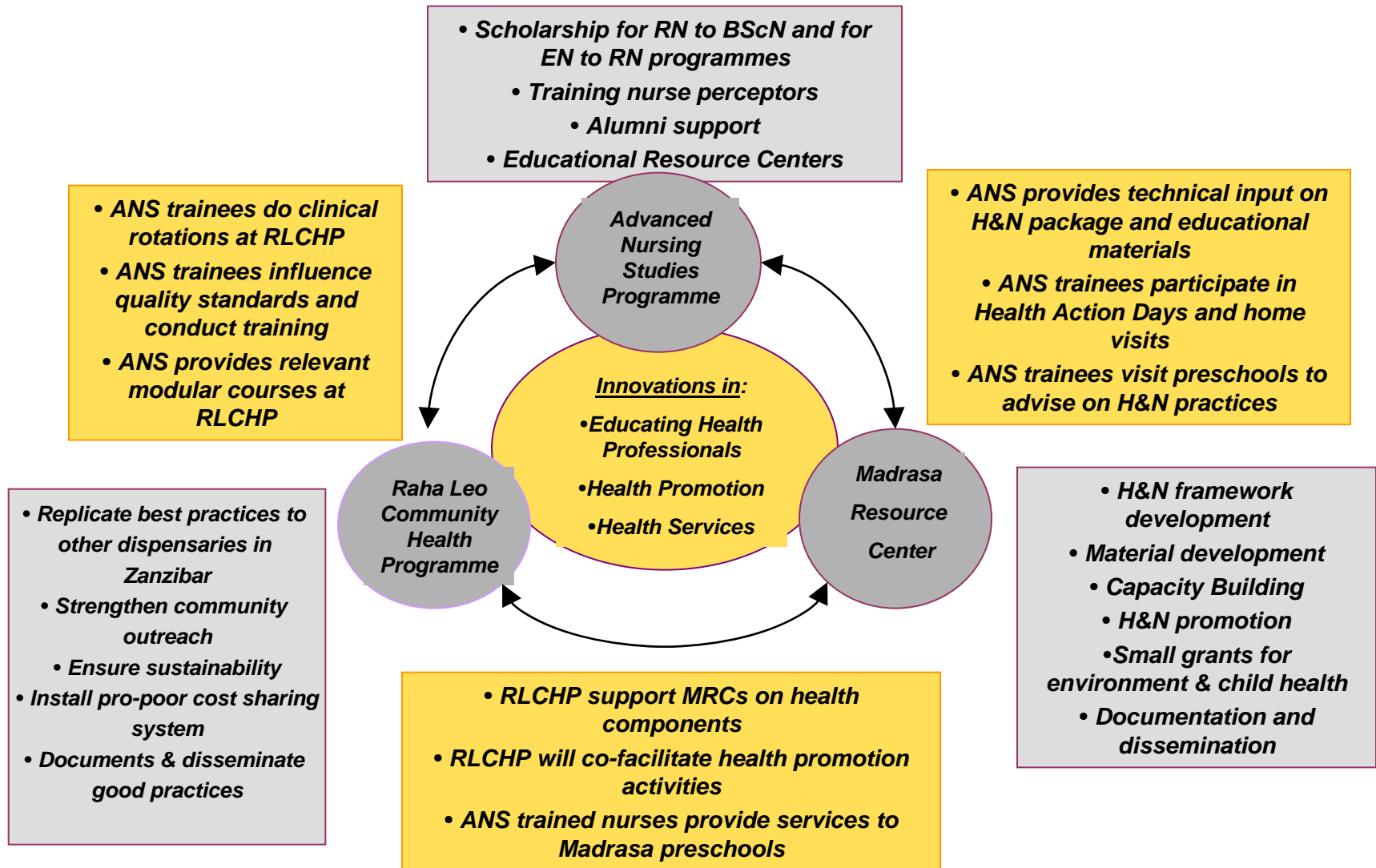


**Early Childhood Development Programme**

**Advanced Nursing Studies/AKU**



# AKDN/J&J Partnership Goal: contribute to the overall well-being of communities in East Africa by improving health outcomes (2009-2011)





# The Advanced Nursing Studies (ANS) Programme Student Enrolment (March 2010)

Class	Kenya		Tanzania		Uganda		Sub-Total		Total
	Female	Male	Female	Male	Female	Male	Female	Male	
BScN 2008	31	8	37	12	27	2	95	22	117
BScN 2009	25	4	0	0	15	2	40	6	46
<b>Sub-Total</b>	<b>56</b>	<b>12</b>	<b>37</b>	<b>12</b>	<b>42</b>	<b>4</b>	<b>135</b>	<b>28</b>	<b>163</b>
Dip 2009	25	16	64	9	15	5	104	30	134
<b>Total</b>	<b>81</b>	<b>28</b>	<b>101</b>	<b>21</b>	<b>57</b>	<b>9</b>	<b>239</b>	<b>58</b>	<b>297</b>



# The Advanced Nursing Studies (ANS) Programme Nursing Graduates (March 2010)

<b>Country</b>	<b>2002</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2009</b>	<b>2010</b>	<b>Total</b>
<b>Kenya</b>	0	46	62	117	154	179	70	<b>628</b>
<b>Tanzania</b>	0	0	66	57	65	151	89	<b>428</b>
<b>Uganda</b>	3	27	36	40	52	112	47	<b>317</b>
<b>Sub-Total</b>	<b>3</b>	<b>73</b>	<b>164</b>	<b>214</b>	<b>271</b>	<b>442</b>	<b>206</b>	<b>1373</b>



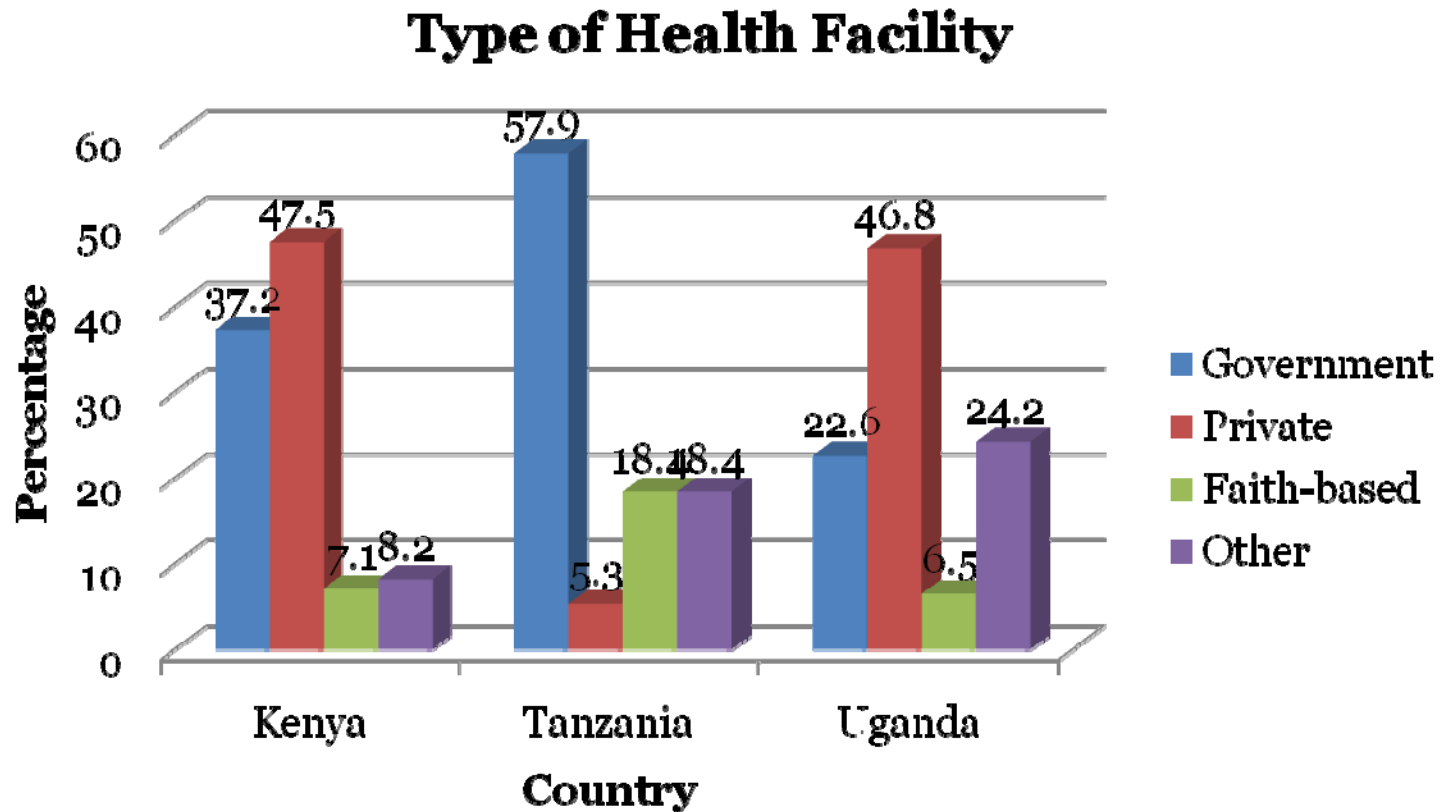
# The Advanced Nursing Studies (ANS) Programme Johnson and Johnson Beneficiaries (2003-2009)

<b>Country</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>Total</b>
<b>Kenya</b>	36	28	90	156	111	65	113	<b>599</b>
<b>Tanzania</b>	24	26	34	89	93	80	116	<b>462</b>
<b>Uganda</b>	19	21	23	59	53	49	65	<b>289</b>
<b>Sub-Total</b>	<b>79</b>	<b>75</b>	<b>147</b>	<b>304</b>	<b>257</b>	<b>194</b>	<b>294</b>	<b>1350</b>



# Where do the Students come from?

2007 AKU-ANS Alumni & Employer Satisfaction Survey

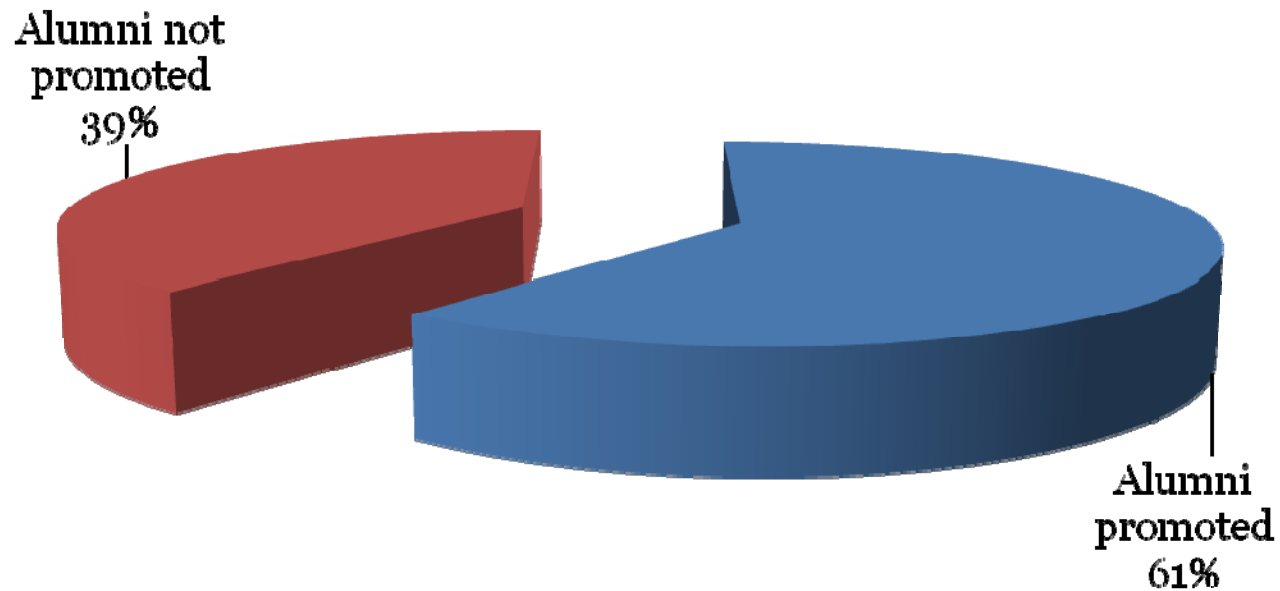


# Nurses Salary Survey (AKU 2008)

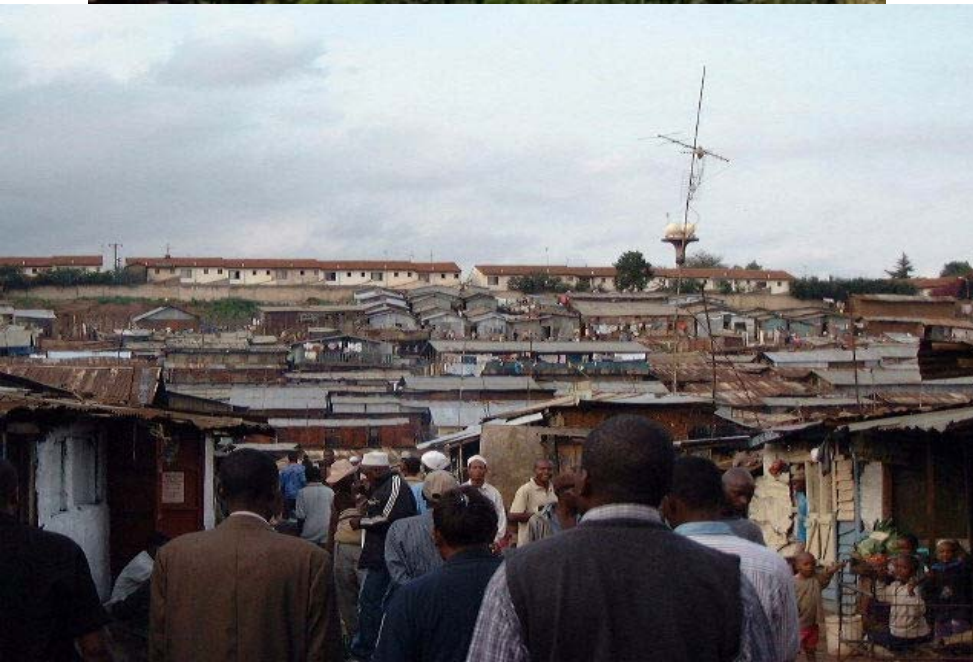
<b>Gross Salary /Yr Range (USD)</b>	<b>Kenya</b>		<b>Tanzania</b>		<b>Uganda</b>	
	<b>ENs</b>	<b>RNs</b>	<b>ENs</b>	<b>RNs</b>	<b>ENs</b>	<b>RNs</b>
<b>Less than 3,600</b>	<b>9</b>	<b>2</b>	<b>53</b>	<b>13</b>	<b>28</b>	<b>8</b>
<b>3,601-4,800</b>	<b>12</b>	<b>2</b>	<b>26</b>	<b>2</b>	<b>2</b>	<b>10</b>
<b>4,801-6,000</b>	<b>13</b>	<b>13</b>	<b>3</b>	<b>8</b>	<b>2</b>	<b>6</b>
<b>6,001-7200</b>	<b>10</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>0</b>	<b>2</b>
<b>7,201-8,400</b>	<b>4</b>	<b>8</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>8,401-9,600</b>	<b>1</b>	<b>8</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>
<b>9,601-10,800</b>	<b>1</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>
<b>More than 10,801</b>	<b>0</b>	<b>14</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>4</b>

# Promotion of ANS Nurse Alumni

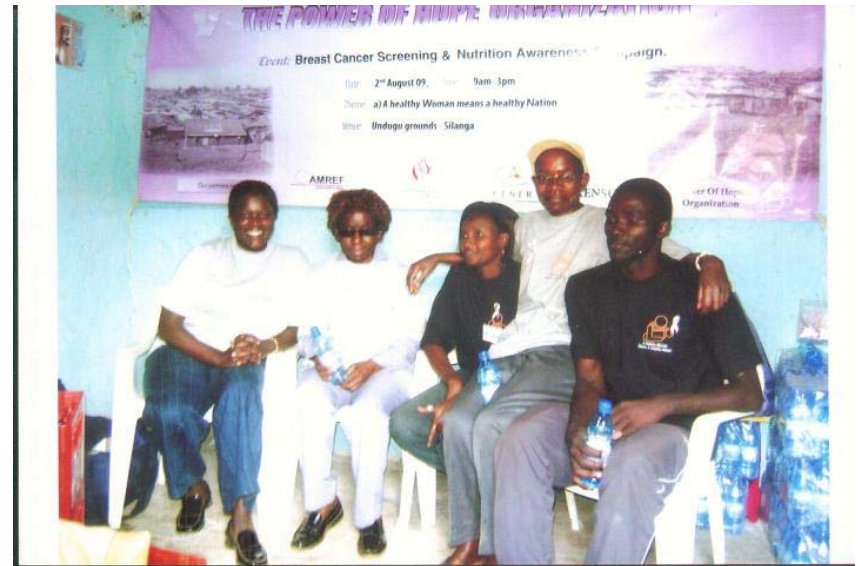
## Promotion of alumni after graduating



# THE POWER OF HOPE: A Community-Based Organization for Young Women in Kibera



# The Power of Hope Team



# Johnson & Johnson – AKDN Partnership



**THANK YOU**

**ASANTE SANA**