

Resources, Innovation & Lifestyles: Global Business Perspective

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The most innovative, green and sustainable health care product is

PREVENTION

A few facts

- Health care budgets are under scrutiny
- Reimbursement structures for new medicines are reviewed more critical due to budget constraints
- Countries commit to CO2 reductions, this includes health care
- Healthcare industry is pushed to deliver greener products but at a reduced price
- It takes around 8-10 years R&D before a pharmaceutical product hits the market

A few more facts

- 66% of Americans over 20 years are now overweight or obese*
- According to the NHS (UK) obesity can have a severe impact on people's health, increasing the risk of type 2 diabetes, some cancers, and heart and liver disease
- direct costs caused by obesity are now estimated to be £5.1 billion per year **
- Overweight and obesity are directly linked to a lack of nutrition and exercise ***

*According to US Centers for Disease Control

** According the UK Department of Health

*** EU DG Health and Consumer Protection 2006

So....

- The Human Performance Institute in Florida (a J&J Consumer company) has developed Corporate Athlete™ aiming at increasing participants understanding of nutrition and movement and linking this to life balance and engagement
- Health literacy is a key strategy in our J&J sustainability strategy: Health Future 2015

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- Not all diseases can be impacted by lifestyle, therefore we aim at reducing the eco-impact of our products as well

earthwards™
moving towards a healthy future



Earthwards recognition if a product scores 10% in any two categories compared to previous product or competitive (major) product



MATERIALS

- Meet consumer needs with less material.
- Use more environmentally preferable material.



PACKAGING

- Reduce packaging.
- Use more sustainable packaging materials.



ENERGY

- Create a less energy-intensive product.
- Use more efficient manufacturing and distribution processes.



WASTE

- Reduce waste during manufacturing.
- Recover more product for reuse or recycling.



WATER

- Generate a more water-efficient product.
- Make manufacturing process more water-efficient.



INNOVATION

- Initiate quantifiable environmental improvements in a product or process that have not been captured in another scorecard category.



SOCIAL

- Use fair-trade materials, select socially responsible suppliers, or support causes with clear social/environmental benefits.

SIMPONI® (GOLIMUMAB)



By requiring only twelve injections per year, patient needs are met using 36–61% less material.

In the U.S., a new sample distribution system includes a shipper that is returnable, reusable, and employs USDA certified bio-based cooling materials.



The new shipper is 50% lighter and helps prevent disposal of more than 42,000 cubic feet of Styrofoam annually.

* Golimumab – treats rheumatoid arthritis

BUT.....

The most innovative, green and sustainable health care product is

PREVENTION

OUR COMMITMENT TO SUSTAINABILITY

At Johnson & Johnson, the fundamental beliefs embedded in Our Credo provide a business philosophy that drives a deep commitment to operating sustainably and to maintaining strong commitments to the communities in which we live and work, and to the world around us. We set high standards in the area of environmental responsibility, striving for performance that does not merely comply with regulations but reduces our environmental impacts as well.