

Responsible Care European Awards 2010



Application Form

GPSG Ireland

June 2010

Application Form

COMPANY NAME

[GPSG Ireland \(Janssen Pharmaceutical/ Centocor Biologics -Ireland\)](#)

COMPANY BACKGROUND

Johnson & Johnson was founded more than 120 years ago on a revolutionary idea: Doctors and nurses should use sterile sutures, dressings and bandages to treat peoples' wounds. Since then every invention, every product, every breakthrough has been powered by generations of employees who are inspired to make a difference. Johnson & Johnson has been operating in Ireland for more than 70 years across three business segments: Consumer, Medical Devices & Diagnostics and Pharmaceuticals.

Janssen Pharmaceutical and Centocor Biologics (Ireland) are part of the Pharmaceuticals Group. In 2009 both companies came under the umbrella of GPSG (Global Pharmaceutical Supply Group) Ireland and are currently integrating operations across the 2 Cork facilities.

[Janssen Pharmaceutical](#)

Janssen Pharmaceutical have been manufacturing bulk active pharmaceutical ingredients in Cork since 1981. Products are sold throughout the world to other Janssen and 3rd party companies, where they are further processed into tablets, creams, or injectable dosage forms. These finished products are used in the treatment of a range of Psychiatric, Gastro Intestinal and Fungal disorders as well as in the treatment of HIV.

[Centocor Biologics \(Ireland\)](#)

In 2003, building on its leadership position in monoclonal antibody technology, Centocor Biologics (Ireland), began the development of a green field site in Ringaskiddy, Cork for the manufacture of cutting-edge biomedical therapies. These products are focused on the management of three major disease areas; cardiovascular, immunologic disorders and cancer.

NUMBER OF SITE EMPLOYEES

[400 across the 2 Cork sites](#)

CONTACT NAME AND TITLE

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PROJECT TITLE

Johnson & Johnson Special Achievers Club, a partnership with Special Olympics Munster.

BRIEF DESCRIPTION OF PROJECT

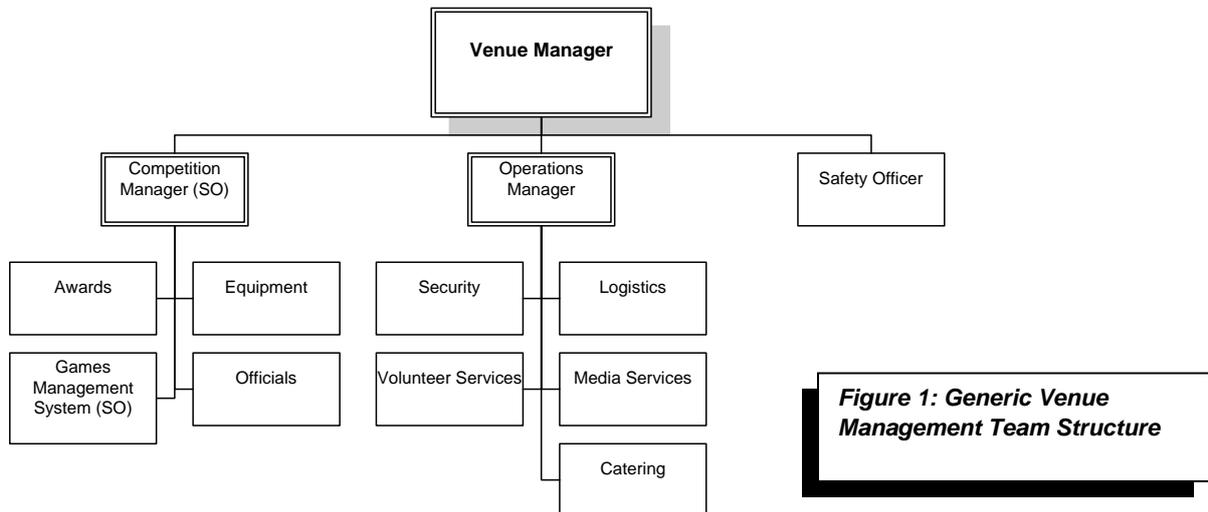
The Johnson & Johnson Credo, first introduced in 1943, documents the company's social responsibilities to its customers, employees, communities and shareholders. ***(Please refer to Attachment A1 for a copy of Our Credo).***

Not only are the company's individual social responsibilities outlined in the Credo but it also puts an obligation on all Johnson & Johnson companies to provide opportunities for their employees to fulfil their own Credo responsibilities. There are some organisations/ charities/projects that we only support financially because of certain circumstances i.e. the nature of their work etc, however, in selecting other projects we look at the opportunities available for our employees to get involved as one of the main selection criteria.

In 2003 the Special Olympics World Games were held in Ireland during which time Janssen Pharmaceutical, played host for a day to the Mexican Special Olympics Team. Such was the success of that event, the spirit, enthusiasm and the positive reaction of the Janssen volunteer staff it was decided to organize a similar event for a local Owenabue Special Olympics Gymnastics Club in 2004. This proved to be a another huge success. In 2003 Janssen had 12 volunteers involved with hosting the Mexican SO Team, this grew to 25 volunteers in 2004.

Based on the extremely positive feedback from both employees and Special Olympics personnel the Munster based Johnson & Johnson operating companies committed to extend their partnership with Special Olympics Ireland in 2005. In the summer of 2005 Alza, DePuy, Vistakon and Janssen managed several of the Special Olympics Ireland Munster Regional Games under the name of the 'Johnson & Johnson Special Achievers Club' & 'Friends of the Special Olympics'. Shortly after, on commencement of operations in Ireland Centocor and Cordis joined the Special Achievers Club.

This involved the company volunteers working with Special Olympics Munster personnel to organise into Venue Management teams for each sports competition event. Please refer to Figure 1 for a generic venue management team structure.



Venue management teams are responsible for all aspects of the games. A planning process is initiated 8-10 weeks in advance of each event with GPSG Ireland employees being recruited into the key roles and subsequently meeting to scope out their tasks and prepare for the event. General employee volunteers are recruited and signed up over the weeks in the run up to the games. General information and training sessions for new volunteers are conducted 2 weeks in advance of the particular event.

Since its launch in 2005, the 'Johnson & Johnson Special Achievers Club' Programme (under the guidance of a Steering Committee) continues to create an opportunity for over 100 GPSG Ireland employees, their families & friends to get actively involved in organising, managing and running all aspects of a very extensive programme. Games continue to take place on an annual basis with employees giving their free time to volunteer on event days. ***(Please refer to Attachment A2 for details on the 2010 programme of events.)***

Key Benefits

The key benefits for both GPSG Ireland and Special Olympics are outlined below:

- The programme has a huge positive motivational impact amongst GPSG Ireland employees across the sites and involved at every level within the organisation.
- The initiative succeeds in building friendships and networks between the various sites both of which will continue to benefit the organisation at a business level going forward. Even within individual companies, staff members met with their colleagues & spoke for the first time.
- In line with GPSG Ireland's commitment to the development of its employees, volunteers especially members of the Venue Management Teams are exposed, many for the first time, to a series of learning experiences i.e. Teamwork, Planning, Inter-Personal Skills, Meeting Management, Communications etc that will be of long term benefit to both employee & company.
- The Special Achievers Club initiative extends beyond employees and encourages families and friends to participate.
- The good publicity generated around the programme enhances the image, of not only the individual companies but the Johnson & Johnson brand name within the community which results in a positive impact on the business.
- For Special Olympics Munster it has supported them in raising the awareness of Special Olympics to their many stakeholders – including the general public, new athletes, coaches and families .
- The partnership approach and support of GPSG Ireland has enabled the Special Olympics coaches to focus on the development of the individual sports programmes as well as the athletes moving away from the management of the competition events.

Application across other companies

Since the programme launch in 2005 GPSG Ireland has met with various different companies to share information on the key concepts and the approach taken in the development of the Special Achievers Club. This is considered an extremely innovative programme as it requires limited financial investment and focuses primarily on encouraging employee participation and more importantly giving their own time. This initiative also enables employees to partner with colleagues across departments and across sites continuously building relationships and extending their networks.

More recently Janssen via their membership of Business in the Community Ireland were invited to participate in the development of a guide for Community Groups to assist them in strategically partnering with businesses. This innovative guide was launched by Pat Carey T.D., Minister at the Department of Community, Equality And Rural Affairs on Monday, May 17th, 2010 and is available via this link http://www.bitc.ie/corporate_responsibility/community_guide.html

Continuous Improvement Cycle

After each event an evaluation exercise is conducted. All volunteers are invited to provide feedback and each venue management team completes a thorough review of their competition event. The Special Achievers Club Steering team conducts a review of the overall programme. Opportunities for improvement are identified and these are incorporated into the programme the following year.

Communication to employees, local communities, and other stakeholders

Each year the Special Achievers Club programme begins with a launch event. The 2005 launch was conducted in the Aula Maxima (Great Hall) in University College Cork. Annual launches subsequently moved to the National Maritime College of Ireland in Ringaskiddy, Co. Cork. During one of the annual evaluation review meetings it was suggested that the launches be conducted on each of the J&J sites as a means of promoting the games amongst the wider employee population and also to provide athletes, their families, Special Olympics personnel and other invited guests with an opportunity to visit the different sites. Since then launches have been conducted on site with each launch involving local public representatives, community partners, sports personalities, employees, Special Olympics personnel as well as athletes, their coaches and families.

A brochure is produced for each annual programme and is distributed amongst employees via email. Printed copies are made available to athletes, families and members of the public at each event. **(Refer to Attachment A2 for the 2010 Brochure)**

Media representatives are invited to attend each event and a photographer is appointed by the organisation to record the event. Photographs are placed on intranet sites and are included in company presentations.

A report on the event is included in subsequent company newsletter publications (***Refer to Attachment A3 for copy of the most recent GPSG Ireland Newsletter and a report on the 2010 basketball event.***)

This publication is available on site and is also sent to representatives across the wider GPSG organisation.

A 1hr video was produced based on the 2005 programme. Elements of this have been incorporated into the GPSG Ireland employee induction programme in order to promote our Corporate Social Responsibility programme and to encourage new employees to sign up for some activities.

In November 2005, the Special Achievers Club initiative won two Chamber of Commerce of Ireland Awards: Best Community Based –Multinational Corporation category and the award for Overall Outstanding Achievement in Corporate Social Responsibility.

Attachment A1-Our Credo



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Attachment A2- Special Achievers Club Brochure 2010



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Attachment A3- GPSG Ireland Newsletter



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