Our Mission

Our Mission is to make a sustainable, long-term difference to human health. We do this by investing in strategic partnerships and innovative solutions that add value to society and make a significant difference to people’s lives.

www.jjct.org
In 2013, we engaged with 88 partners in 50+ countries delivering over £5 million to projects within the region.
Bringing our Strategy to Life

More than ever before, there is greater need to find innovative solutions to the world’s health care challenges with a widening gap between those who can access health services and those who cannot; leaving individuals, families and communities vulnerable and at risk of disease and poverty. We believe it is not enough to support our partners through corporate donations alone; we need to demonstrate Our Credo responsibilities through solid social investment in our partnerships; an investment that will not just temporarily alleviate suffering and hardship, but will build a sustainable, long-term future to those we serve.

To fulfil this Mission, in 2013 we launched an ambitious Trust Strategy for 2014-2018 which heralds a transitional shift in the Trust’s focus and maps our future direction in becoming a leader in social investment. This new Strategy, which you can read more about in the following pages, clearly defines our long-term vision, our four focus areas and our positioning within Europe, the Middle East and Africa (EMEA) region.

The Strategy’s development has taken considerable time and preparation by the Trust EMEA team and the Trust Board of Directors, with input sought from our trusted partners and internal and external stakeholders. With a new governance structure in place supported by robust financial and reporting systems based on the principles of transparency and accountability, we are confident that our new Strategy will maximise the social impact of our corporate social responsibility activities across our Pharmaceutical, Consumer, MD&D and Global Supply Chain businesses in EMEA.

In developing our Strategy, we have had to make some tough decisions. In 2012, we had over 130 partners across EMEA, all highly valued, but our resources were spread too thinly to make a significant social impact. From January 2014, we have introduced a new competitive bidding process for EMEA partnerships, co-funded by the Trust, which will bring more focus, clarity and accountability to the grant funding process; delivering fewer, but more strategically aligned long-term partnerships. Furthermore, we are supporting our partners through the Trust Secondment Strategy program; a three to six month employee skill-based sharing placement which puts the needs of our partners first. The following pages will go into more detail about our partnerships and the Trust Secondment program.

Exploring and finding innovative solutions, creating unlikely alliances and working with entrepreneurial people will also be a key driver for the Trust moving forward. Already, we are supporting initiatives such as ColaLife, an innovative concept distributing life-saving treatment to young children in remote regions of East Africa, which has been nominated for The Financial Times Transformational Business Award health category in 2014, and we will continue to provide space, opportunity and resources to nurture and incubate new concepts and ideas.

In summary, 2013 witnessed a year of change and re-positioning for the Trust with a new organisational structure, new teams and a new roadmap to navigate our future direction. It is not always easy to challenge established ways of thinking and to change operating procedures, but we are confident this is the right time to make a significant change. Only by challenging ourselves, can we progress our long-term vision of making a sustainable difference to human health and become a leading player in the field of social innovation, helping people to take responsibility for their future lives and the next generation.

Thank you for your continued support of the Johnson & Johnson Corporate Citizenship Trust and for your belief in our commitment to make positive change. If you would like to learn more about the work we do or feedback your comments, please do not hesitate to reach out to us via email csreema@its.jnj.com.
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
We welcome feedback!

The Trust welcomes feedback on this report or any matters related to our activities in Europe, the Middle East and Africa region. Your opinion matters to us. Suggestions and reactions can be sent to csremea@its.jnj.com or visit our website www.jjcct.org.
About the Trust

The Johnson & Johnson Corporate Citizenship Trust (Trust) is responsible for managing Johnson & Johnson (J&J) Corporate Social Responsibility (CSR) programs across Europe, the Middle East and Africa (EMEA).

The Trust was founded in 2007 and registered as a Company by Guarantee and a Charitable Trust. It is funded by the J&J Family of Companies through J&J Worldwide Corporate Contributions and J&J Operating Companies in EMEA.

In 2013, the Trust engaged with 88 partners in more than 50 countries delivering over £5 million to projects within the region.

Repositioning Our Strategic Direction

2013 has seen a year of focusing and re-positioning within the Trust to bring greater clarity, accountability and transparency to our operations and to ‘open doors’ to creating long-term solutions to some of most challenging health issues facing the world today.

More than ever before, in today’s rapidly evolving health environment, it is critical that we refocus and adapt our long-term strategy to maximise the impact of our corporate social responsibility performance and reporting structure for the benefit of our partners, investors and stakeholders.

During 2013, the Trust developed an ambitious and robust 2018 Strategy to guide the future direction of the Trust, and enable J&J employees to connect the activities of the Trust with the world around them.

Underpinning the 2018 Trust Strategy are four focus areas:

- **Partnerships**
  Impacting people’s lives by empowering strategic and innovative partnerships

- **Knowledge Transfer & People Engagement**
  Connecting people in joint causes to communities and inspiring networks to make a sustainable difference to society that positively impacts people’s lives

- **Discovery & Development**
  Position the Trust as an agent of change and innovation investing in entrepreneurial and impact driven solutions

- **Trust Services**
  The trusted business partner supporting CSR processes and systems.

Alignment with the J&J Worldwide Corporate Contributions Strategy Plan

The Trust 2018 Strategy is fully aligned with the J&J Worldwide Corporate Contributions Strategy Plan that consists of three pillars: saving and improving the lives of women and children; preventing disease in vulnerable populations; and strengthening the health care workforce.

Each pillar has its own strategies, eight in total. The Trust is focusing on five of these key strategies under each pillar to bring worldwide cohesion to its 2018 Strategy. It will align its partnerships and programs; improve its infrastructure, and provide opportunities to explore and discover innovative solutions to sustainable health care in resource-poor communities to make a long-term difference to human health.
In 2013, we engaged with 88 partners in 50+ countries delivering over £5 million to projects within the region.

How We Work

We work in a collaborative and people-centred approach. We believe that forming unlikely alliances with academics, non-governmental organisations (NGOs) and the private and public sector, will drive innovative, meaningful and sustainable changes that will help more people to live longer, healthier and happier lives.

The Trust is managed by a Trust Board of Directors consisting of senior J&J leaders across the Pharma, Consumer, Medical Devices & Diagnostics and Global Supply businesses in the EMEA region. The Directors are responsible for deciding and directing the affairs of the Trust and ensuring that it delivers on its mandate of public benefit.

The Board, chaired by Jane Griffiths, Company Group Chairman, Janssen EMEA, meets twice a year to review the strategy the Trust has set out. The day to day operations of the Trust is managed by the Trust Team who have personal responsibilities for each of the 2018 Trust Strategy focus areas and bring a diversity of CSR experience from different organisations and market sectors.

The Team is supported by a community network of J&J CSR professionals and representatives who operate at the local country level and provide advice to the Trust on CSR related matters in their local communities. They are responsible for building CSR awareness and employee engagement in their sector and for further embedding CSR within the region. In addition, numerous J&J employees across EMEA sit on informal CSR committees supporting local partner initiatives and driving community based volunteering programs.
Partnerships

In 2013, the Trust engaged with 88 partners in more than 50 countries delivering more than £5 million to projects across the EMEA region. The breadth and commitment of these partnerships made a significant difference to individuals, communities and society and helped shape the new partnership framework within the 2018 Trust Strategy.
Trust Partnership Framework: A New Direction

The Trust’s new partnership framework has been built to further increase focus, transparency and accountability in our partnership selection and relationship management, so that together we can achieve greater social impact across EMEA. All partnerships will align with the J&J Worldwide Corporate Contributions Strategy plan and fall within two distinct categories:

- Trust Flagship Partners
  These are Trust led long-term partnerships that are shaped by common goals and have high measurable social impact. Trust Flagship Partners have multinational coverage and set the standard for partnerships in the EMEA region. The Flagship Partners defined by the Trust for 2014 are:
    - Aga Khan Development Network (AKDN) is a network of private, development agencies bringing innovative solutions to chronic and emerging problems of health and development. The Trust partners with AKDN on programs for infant and maternal health, early childhood development and nurse training across the Middle East, East Africa and Portugal. For more information, please visit: www.akdn.org.
    - INSEAD Business School is one of the world’s leading business schools developing innovative new approaches for health care service design and delivery through leadership programs. The Trust partners with INSEAD on three programs that inspire leadership and innovation; Innovating Health for Tomorrow, Middle East Health Leadership Program and Innovating for Community Wellness. For more information, please visit: www.insead.edu.

- EMEA Partnerships (Johnson & Johnson Operating Company Initiatives)
  From 2014, EMEA partnerships will be co-funded by the Trust against set criteria, including social impact and matched funding. EMEA partnerships will be long-term (up to three years) and will operate as a co-partnership between the Trust, J&J entities in EMEA and local community-based organisations. Partnership funding will be awarded through a meritocratic bidding process governed by the Trust Board of Directors and partnership outcomes will be measured and benchmarked. Examples of our 2013 EMEA Partnerships programs are covered on pages 10 - 23.
Flagship Partner: AKDN

Enhancing Capacities in Community Health and Early Childhood Development in Egypt

The Aga Khan Development Network (AKDN) operates as a network of private development agencies, covering a wide remit of sectors, including health and education, in some of the poorest countries in the world. Its mission is to help marginalised communities achieve a level of self-reliance by equipping them with the tools, knowledge and skill sets to take responsibility for their social and economic development.

The AKDN is a flagship partner of the Trust and its 13-year relationship is firmly embedded in a long-term commitment to improving local community resources within three critical areas: Nursing and Midwifery, Early Childhood Development (ECD) and Community Health Care.

Examples of how the Trust is supporting AKDN programs and how they fit into the overall Johnson & Johnson Worldwide Corporate Contributions Strategy plan are covered on the next page.
Improving Early Childhood Development in Aswan

With the political and economic unrest continuing in Egypt, the implementation of government run programs and public services has been adversely affected, leaving many vulnerable populations at risk of disease, poverty and destitution, particularly young children.

In 2013, a partnership program with the Trust was established in Aswan, a neglected area in the South of Egypt, to promote early child development (ECD); increase nursing and midwifery resources; and strengthen community participation in health care development.

In cooperation with the directorates of Education and Social Solidarity, the ECD program was initiated in villages within the region and tasked with the responsibility of building the capacity of teachers and other service providers; improving the quality of pre-schools; and developing the skills and capacities of families and local communities to improve educational experiences for children aged 0-8 years.

Initiatives have included running summer camps to help children cope with the transition from home to preschools, improving their educational development, and establishing reading campaigns to encourage parents to read more to their children.

Nicholas McKinlay, Director of Civil Society, Aga Khan Foundation: “The early years of childhood are critical in developmental growth and lay the foundations for a person’s future physical and mental health, their identity and their competencies. Research, including our own, has shown that ECD reduces prejudice and ethnic divisions in society; that it significantly increases the chances of children enrolling in primary school and scoring higher grades; and that, over the course of their lives, these children will be healthier and more productive individuals. In this way, investments in ECD deliver returns not only to the individual but also to society as a whole. Consequently, ECD is a powerful means to achieve poverty reduction and improvements to quality of life.”

The ECD program dovetails with the Johnson & Johnson Worldwide Corporate Contributions Strategy pillar: ‘Saving and improving the lives of women and children’. To date, the program has been operational in 14 pre-schools, six kindergartens and eight nurseries in Aswan and results have shown that access to ECD services has increased from 28% to 39% since the program began.

The focus for 2014 will continue to be on supporting parents, notably mothers, of children enrolled in the ECD program, and engaging women in the community to build small businesses enterprises and increase their independent status.

In addition to programs in Egypt, ECD programs are operating in Kenya, Syria, and Portugal (see page 15).

Community Engagement Around Health and Early Childhood Service Provision

Another key AKDN partnership initiative, supported by the Trust, is The Aswan Nursing Program; an educational program providing nurses with a comprehensive package of training courses in English; IT; Basic Life Support; Infection Control; Quality Assurance and Management Skills, created specifically to improve the status and image of nursing as a profession; strengthen the quality of nursing education; and enhance nursing services and patient care.

The program fits into the Johnson & Johnson Worldwide Corporate Contributions strategy pillar: ‘Strengthening the health care workforce’.

In 2013, a total of 296 nurses enrolled in the Basic life Support program; a course certified by the American Heart Association (AHA) at Aga Khan University School of Nursing. The course includes 10 workshops in adult and child support and 98.5% of the enrolled nurses were certified according to the AHA standards, having passed theoretical and practical examinations. Whilst, in the Infection Control program, another critical nursing skill, a total of 205 nurses completed the course, passing a written exam and a practical demonstration in correct hand-washing and use of personal protective wear.
Flagship Partner: INSEAD

Innovating Health Care Service and Delivery for a Sustainable Future

Since the late 1990s, the Trust and INSEAD, one of the world’s leading business schools, have embarked upon a long-term strategic partnership to enable senior health care executives to innovate new approaches to health care service design and delivery to meet the current and future challenges of an increasingly resource stretched health care environment.

Sharing a common vision that effective management of health care systems requires more than medical expertise and financial resource, INSEAD, with funding from the Trust, developed a syllabus of executive leadership courses for health care professionals in the public and private sector, designed to harness new ways of thinking and increase the capacity for health care innovation.

Following the success of the inaugural European Health Leadership Program at the INSEAD campus in France launched in the late nineties, two further partnership programs were established at INSEAD in Abu Dhabi, created specifically to meet the needs of the Middle Eastern and emerging market regions. In 2013, both programs attracted high-level participants from across the EMEA region and further afield.

- **Middle East Health Leadership Program**
  - an intense executive development program designed to provide CEOs, policy makers and department heads with techniques and tools to significantly shape leadership strategies in the rapidly changing health care landscape.

- **Innovators for Community Wellness**
  - a program designed for people with medical, nursing, health education and public health backgrounds with managerial responsibilities, faced with the challenge of developing new approaches for health care service design and delivery.

Innovating Health for Tomorrow: Rethinking the Health Care System

2013 saw the launch of a pioneering new program called Innovating Health for Tomorrow (IHT). Piloted in at the INSEAD Campus in Fontainebleau, France, the course addresses the practical issues of implementing innovation and change management and is designed to equip top-tier health care executives with the tools to become more innovative in their approach to health care to provide maximum benefit to the communities they serve.

Stephen Chick, Professor of Technology and Operations Management, INSEAD, “Our role is to facilitate a mindset shift in how health care can be delivered. We know when faced with challenges such as ageing populations, chronic illness and economic uncertainty, it is tempting to focus on rationing. However, the real solution is to innovate and rethink how care and wellness can be delivered to achieve a more sustainable and long-term future.”

During the pilot testing, 20 participants took part in IHT from nine countries: Belgium, Botswana, Denmark, Germany, Italy, Kenya, the Netherlands, Switzerland and United Kingdom. Following implementation of their feedback, this two module program is now fully accredited.

“The IHT program has triggered reflection about my own practice. I have to adjust some of my thinking about innovations, leading change. I now have important tools to actually do some of the team work initiatives. A major paradigm shift has been catalysed.”

James Kisia, Deputy Secretary General Programs & Knowledge
Kenya Red Cross and program participant
“What makes our partnership so unique is that we both have a passion and genuine commitment to make a difference in health care and believe in capacity development as a strong enabler. Looking back at a decade of successful partnership, I think we may say that we’ve had the imagination and foresight to do something that we believe will make a genuine difference to all our lives. Furthermore, our long term commitment will enable us to further increase the capacity for health care innovation to the benefit of patients.”

Stephen Chick, Professor of Technology and Operations Management, INSEAD
EMEA Partnerships  
(Johnson & Johnson Operating Company Initiatives)

Central to the Trust 2018 Strategy is the continued relationship between the Trust and J&J entities in creating impactful, long-term partnerships with national organisations.

From 2014, EMEA Partnerships will be co-funded by the Trust against set criteria, including social impact and 50% matched funding. Funds will be allocated through a meritocratic bidding process governed by the Trust Board of Directors. These partnerships are long-term (up to three years) and are a co-partnership between the Trust, J&J entities in EMEA and community based organisations. In the following pages you can learn more about the partnerships fully funded by the Trust in 2013, under the old Trust strategy.

Rare Diseases Go to School  
Defending, Protecting and Promoting the Rights of More than 3 Million People with Rare Diseases in Spain

In line with the J&J Credo of being a good citizen in the community, Spain’s CSR team partnered with the Spanish Federation of Rare Diseases – the voice of people with rare diseases and their families - in a campaign to demythologise the image of children with rare diseases and create tolerant adults to support them.

The project, funded by the Trust, is based on a school classroom workshop featuring the tale of Federito, the Four-Leafed Clover. This serves not just to strengthen awareness of those affected by rare diseases and promote their network of volunteers; but also to make school teachers and staff aware of the associated problems.

Already more than 4,500 children and their families have been reached, with over 50 schools from eight communities participating. In 2013, the story was translated to English and other Spanish languages to reach the largest possible proportion of the population. The final amount of beneficiaries expected is almost double the original target, and this will only expand as a project website is launched.

The initiative has already been selected by the European initiative Enterprise 2020, reached the finalist’s list for the Corresponsables Award, and received further awards from Atresmedia Foundation and Samsung and also from FEDER itself, in the category of education initiatives.

“The abilities of people and children with rare diseases are unlimited. Their strength, courage and fight ability are the best proof of it.”  
Juan Carrión, FEDER’s President
Kinderpost

Reducing Child Accident Rates in Migrant Communities

Children from households with little socio-economic capital are more likely to be affected by accidents, whether they are road and drowning accidents, or poisoning, burns/scalds and falls.

In Switzerland, it is a challenge to inform and educate a large part of the migrant population about preventive measures because of low socio-economic status, low level health literacy and structural barriers, particularly linguistic ones. With funding from the Trust and support from Johnson & Johnson in Switzerland, the bfu (Swiss Council for Accident Prevention) developed the project idea of "Kinderpost" for underserved communities.

Through the adaptation and translation of existing accident prevention booklets, the program aims to reach out to families with a migrant background, (mostly Turkish), across Switzerland, and reduce the number of injuries caused by accidents to children of migrant families.

To ensure the booklets are appropriate for the target audience, members from the Turkish community became part of the project team. In 2013, 16 "Kinderpost" brochures were adapted and translated into seven brochures with Turkish layout, language and pictures. Plans for community events, trainer training and agenda setting are now in place, with the distribution of printed booklets starting in 2014.

“This is a very innovative project for the Swiss Council for Accident Prevention. With the combination of adapted brochures and outreach prevention work, the population with migrant backgrounds can be reached. It will be helpful to use the experiences with this project for further migration-sensitive prevention work.”

Barbara Schürch, Head of Education, Swiss Council for Accident Prevention
When Dr Lughano Kalongolera graduated with an MSc in Surgical Sciences from Edinburgh University in 2013, he became the first Malawian surgical trainee to receive this internationally recognized Edinburgh Surgical Sciences Qualification (eSSQ).

What makes this unique is that Dr Kalongolera undertook the three year on-line training program from his home in Malawi whilst continuing to work as a surgeon in the local community.

ESSQ was developed by Edinburgh University in collaboration with the Royal College of Surgeons of Edinburgh in Scotland to support surgical trainees in remote regions. The three-year training course provides students with case studies, interactive activities, discussion boards and access to a network of international surgical experts to support them during their training.

Being able to participate in this distance learning training program means that doctors in remote areas can remain in their local community to train, whilst continuing to work and support their families.

“ESSQ supports surgical trainees wherever they are based, enabling them to learn about conditions they rarely see and to understand new surgical techniques and diagnostics tools which may not be available in their own country.”

Professor David Dewhurst, Director of Learning Technology for the College of Medicine and Veterinary Medicine at Edinburgh University

ESSQ was awarded the Queen’s Anniversary Prize for Higher and Further Education for excellence in e-learning in 2013. Scholarships for Malawian surgical trainees are supported with funding from the Trust and the Scottish Government International Development Fund.
Die Rakuns

Tiger Kids’ Lead the Way in an Interactive, Web-based Classroom Initiative

Partnering with Stiftung Kindergesundheit (Child Health Foundation), who use innovative approaches to research in communicating science-based information in child health and preventative disease, Johnson & Johnson GmbH in Germany is making a sustainable contribution to health care by encouraging preventive behaviours from an early age.

“In the light of the increasing number of children educated in all-day schools in Germany, both teachers and parents are responsible for preventive health education of children. The Rakuns is a very good example of how they are all enabled to work together on this topic.”

Sonja Klasen, Head of Communications & Public Affairs, Johnson & Johnson GmbH

In a project fully-funded by the Trust, the DIE RAKUNS initiative for children aged 6 – 10 includes characters and projects to engage children and the adults responsible for them. One of the most successful programs is ‘Tiger Kids’ created specifically to promote healthy eating and more sports in kindergartens.

In spring 2013, Die Rakuns was piloted across 38 schools, 210 classes and about 6,000 families. The results proved that the foundation has chosen the right way to forge ahead. The pilot also provided valuable learnings for the national roll-out, which includes the additional challenge of creating a tool which can be used in schools across 16 separate state-governed education systems. With the program’s success gathering media attention in Die Welt, the program is extending nationally throughout 2014 and beyond, with continued funding and support from the Trust.

“We developed an extensive media package with approved teaching and learning materials for the primary school. With it we reach teachers, pupils and their families in equal measure. I’m sure that “The Rakuns” will take a firm place in the health education in German primary schools.”

Dr. Berthold Koletzko, Professor of Paediatrics at the University of Munich
Establishing a System of Regular Trainings on HIV Treatment for Medical Personnel in Prisons

With support from the Trust and Janssen in Russia, the Russian Health Care Foundation has successfully planned and delivered treatment training events led by the high-level experts in the field of HIV/AIDS, hepatitis and tuberculosis for general practitioners in prisons where prevalence of infectious diseases is critical. The program reached more than 170 general practitioners in several regions across Russia. The results included improved awareness and competence of medical specialists in service delivery to HIV-positive patients; standardisation of approaches to diagnostics and therapy of HIV-positive patients, and process uniformity in ordering, supplying and stocking drugs and diagnostics in institutions.

Dissemination of the training module began in Moscow and was then rolled-out across nine other regions. The Foundation now plans to carry out training sessions in eight further cities, and will hold a ‘Train the Trainer’ meeting of experts from the Federal Penitentiary System who are responsible for the specialised medical care of prisoners living with HIV.

“The training system increases quality levels of medical services for HIV patients in prisons. It increases efficacy of HIV-treatment in general and also positively affects motivation of medical staff in prisons. We hope that these training events will be continued in order to involve as many specialists as possible.”

Marina Shegay, Project Director, Russian Health Care Foundation
Improving Quality in Early Childhood Development

Developing a National Quality Reference Model in Early Childhood and Family Services

The Olivais Sul Centre run by the Aga Khan Development Network provides nursery, pre-school and home day care provision services to a total of 217 children. However, the reach of the early childhood development program extends far beyond the centre itself. With funding from the Trust, its goal is to provide exemplary services to vulnerable children and their families in Portugal, becoming a national catalyst that brings together practitioners, academics, academic institutions and different delivery systems, with an expectation that the program can strongly influence education practices and policies across the Iberian Peninsula.

As well as providing technical assistance and training to early childhood professionals in a network of affiliated early childhood centres in disadvantaged neighbourhoods, the program focuses on the development and testing of the quality framework for nursery, pre-school and family day care provision; encouraging lifelong learning and empowerment to socially and economically excluded communities, such as migrants. It also offers a pioneering program of prenatal visits to pregnant women in order to promote physical and psychological health of expectant mothers and their babies.

“A centre of excellence for early childhood development was created in Portugal and it is making a difference for our children, parents and future mothers and fathers.”

Johnson & Johnson Family of Companies, Portugal

“Contributing to the overall well-being of communities in Portugal, focusing on young children and their families by improving the quality of early childhood services in Portugal.”

Centro Infantil Olivais Sul
When artist Jennifer Kanary experienced the devastating effects of mental illness through a family member’s psychotic episode, she wanted to understand better how it feels to experience psychosis. She developed Labyrinth Psychotica, a sensory experience designed to give people more insight into how it feels to live with psychosis. Using simulation tools (a labyrinth and a wearable) to evoke “realistic” psychotic experiences, users of Labyrinth Psychotica can be transported into the mind of a psychotic person where ‘normal’ reality gets increasingly distorted, making it more and more difficult to distinguish between what’s real and what’s not.

Labyrinth Psychotica is supported by Janssen in the Netherlands, and the Trust. It aims to provide family members, mental health care workers and other people interested with a better understanding of what someone in a psychotic state experiences, in the hope this will lead to better understanding and treatment, and more acceptance of mental illness.

Kanary partnered with Janssen and Fonds Psychische Gezondheid, an organisation which defends people with psychiatric disorder and drives campaigns to de-stigmatise mental illness, to bring Labyrinth Psychotica to a wide public audience through a symposia and workshops.

“Labyrinth Psychotica is a very special project. It really helps to understand what it is like to be in a psychosis. The combination of art and science bring us a unique experience that facilitates the understanding of and care for patients with psychosis.”

Eliane Lauwers, Janssen-Cilag B.V. NL
Saving and improving the lives of women and children

Saving and improving the lives of women and children in the UK, a lack of jobs, stagnating wages, welfare cuts and increased living costs are placing enormous pressure on families, leading to more and more families falling into debt and financial crisis, and struggling to buy the basics for their children.

Save the Children works in more than 120 countries to save and transform children’s lives. Internationally and in the UK, the organisation fights for children’s rights and helps them to fulfil their potential.

Johnson & Johnson UK is partnering with Save the Children to support one of their core UK programs Eat, Sleep, Learn, play! (eSLp!) which provides essential household items to disadvantaged families who are struggling to provide for their children. eSLp! is a UK crisis-grants program for vulnerable families on a low income, who are expecting a baby or have a child under 36 months, and have an urgent need for an essential, material item within the home.

The first 1,000 days of a child’s life are the most critical period in their development. The ability to create a safe and stimulating home environment during these early years is essential for a child’s longer term development and academic potential. The value of providing families with a basic item like a cooker, a bed or washing machine can have a dramatic impact on the long term health and well-being of the children, helping to ensure they can have a hot meal, a good night’s sleep and the chance to thrive at school.

eSLp! is delivered in partnership with local referral partners such as health care professionals and family support workers, who are already providing services to families with young children and working directly in their local communities. These referral partners identify eligible families at risk, and intervene early to support them through difficult times with eSLp!

Last year (Nov 12- Oct 13), 380 families across three locations in the UK: Edinburgh, Cardiff and Bradford, were awarded an eSLP! material grant as a result of funding from Johnson & Johnson UK, benefiting up to 874 children.

“Everyone at Save the Children is incredibly grateful to Johnson & Johnson for their support of our crisis grant program, Eat, Sleep, Learn, Play! This critical program provides a lifeline to some of the most disadvantaged families in the UK by providing essential household items – like a bed so a child gets a good night’s sleep, or a cooker so a family can have a hot meal. We cannot thank you enough for your continued support.”

Douglas Rouse, Corporate Partnerships Director, Save the Children

For more information: www.savethechildren.org.uk

Preventing Material Deprivation and its Long Term Impact on the Health and Well-being of Young Children

In the UK, a lack of jobs, stagnating wages, welfare cuts and increased living costs are placing enormous pressure on families, leading to more and more families falling into debt and financial crisis, and struggling to buy the basics for their children.

Save the Children works in more than 120 countries to save and transform children’s lives. Internationally and in the UK, the organisation fights for children’s rights and helps them to fulfil their potential.

Johnson & Johnson UK is partnering with Save the Children to support one of their core UK programs Eat, Sleep, Learn, Play! (eSLP!) which provides essential household items to disadvantaged families who are struggling to provide for their young children. ESLP! is a UK crisis-grants program for vulnerable families on a low income, who are expecting a baby or have a child under 36 months, and have an urgent need for an essential, material item within the home.

The first 1,000 days of a child’s life are the most critical period in their development.
Saying and improving the lives of women and children

Do Not Be Alone At All
Providing Assistance to Women and Girls in Difficult or Crisis Situations Through Advisory Centres, Counselling and Helplines

With a long-term goal of providing a warm, accepting and safe place for women in difficult situations, the 2013 objective of the ONZ Association was to help 3,500 women across six consulting centres and via a Helpline. This entailed training for employees throughout a number of cities, the purchase of computers and office supplies for mothers, and the creation of promotional material for the project. The project was supported by the Trust and Johnson & Johnson in the Czech Republic. During 2013, all six counselling centres and Helplines ran under a permanent team, and ONZ used innovative ideas to lower costs and provide more services to women in need, such as buying layettes from local producers at reduced prices.

“We greatly appreciate the support of Johnson & Johnson, through which we were able in 2013 to help women and mothers in difficult life situations.”

Sylvie Feglerová, Director, ONZ Association

For more information: www.poradnaprozeny.eu
So That Children With Illnesses Can Still Be Children

Allowing Children With Serious Illnesses to Rediscover Childhood

With a mission of helping children to challenge the limitations, real or perceived, resulting from serious illness, L’ENVOL offers a unique residential camp experience for affected children and adolescents from 7 to 17 years old where they can engage in life-changing therapeutic recreation programs. Through the camp experience, children learn many of the skills necessary to meet the extraordinary challenges and everyday struggles that they will face while coping with their illness. The camps also provide additional, often unseen benefits, such as respite for families who feel restricted or isolated by the significant responsibilities of caring for a child with serious illness.

The advantages within the medical community are also far-reaching. Through the Therapeutic Recreation approach, L’ENVOL offers medical staff and volunteers an experience to strengthen their skills in a different and complementary way. Many volunteers develop an interest in health care through their camp experiences, and volunteer doctors and nurses can improve their skills significantly gaining hands on practical experience under the tutelage of more experienced practitioners.

“Johnson & Johnson has been a strong supporter of L’ENVOL since 2003. During the past 10 years their support has helped L’ENVOL to change the lives of many children diagnosed with serious illness. We share Johnson & Johnson’s’ mission to improve lives, and with their continued support we hope to change the lives of many more children and families coping with the challenge of serious illness. We are very grateful to have them as a partner and look forward to their continued support.”

Tatiana Nourissat-Rosenfeld, President of L’ENVOL
Mental disorders are among the most chronic and debilitating diseases affecting the Polish population. People with schizophrenia, specifically, find it more difficult to join the job market than healthy people.

The concept of the Healthy Life Foundation is to create a national ‘job trainer’ model, where trainers become a coach for people with chronic illnesses to kick start their professional life in the job market. With funding from the Trust, approximately 120 people have so far undergone the pilot program, gaining skills in independent job seeking, self-presentation in job interviews and other valuable tools.

Guidelines for employers and materials for beneficiaries have also been created, and 11 significant long-term strategic partnerships established.

Convincing employers that someone with schizophrenia can be a valuable employee and influencing society to be more tolerant of mental illness, remains a core goal of the project. Following positive results in the pilot, the national job trainer model will now be rolled out to a second region in Poland. The Foundation also aims to teach other organisations how to work with people with debilitating conditions, supporting them in social and work activation.

“We want to support serious, responsible initiatives that contribute to improving the living conditions and occupational status of a social group that has experienced particular hardships. To do this we needed a serious partner, and I am glad we connected with Healthy Life Foundation.”

Renata Figura-Dobrowolska, Janssen-Cilag Poland
Greece’s unprecedented and ongoing socio-economic crisis means that over-stretched public social infrastructures are now near collapse, with more and more families falling into poverty every day. The Hippocrates project for The Smile of the Child foundation aims to combat this by giving thousands of children free access to health care services as well as informing and educating children and parents on health issues; achieving collaboration among local parties, and raising social support and health promotion by providing high quality services from the medical and dentistry community. The program is funded by the Trust with Johnson & Johnson Consumer SA providing local support for the program communications.

“As a result of the support of Johnson & Johnson, we can continue our initiative, setting even higher goals. In 2012, we examined a total of 6,999 children. In 2013, we examined 18,000 children in Greece, more than doubling the number of children seen.”

Kostas Giannopoulos, President and founder of 'The Smile of the Child'
SOS Children’s Villages
Providing a Safe, Warm Environment in Which Children Who Have Been Abused can Re-build Trusting Relationships, Feel at Home and Grow Up in Confidence

SOS Children’s Villages gives children who are orphaned, abused or abandoned the opportunity to build lasting relationships within a warm and loving family: a family with a mother and brothers and sisters, growing up in their own home within a supportive village environment.

In Italy, 2013 saw SOS Children’s Villages celebrate its 50th anniversary, with seven Villages established across the country, and programs in place to strengthen family bonds, prevent the abandonment of children, provide education and health care, and deliver emergency response. Alongside longstanding partner Fondazione J&J Italy, the organisation focussed specifically on one Village in southern Italy’s Puglia region, Ostuni, where the economic crisis had hit especially hard.

Ostuni Village now holds eight children’s homes, one mother-and-children home, an adolescence community, and a welcome service for minors who are under observation by social services. To date, the 11 SOS houses of the Ostuni Village have hosted 360 vulnerable children, supporting their social and developmental needs. One of the aims of SOS Children’s Villages is to reinforce relationships between the Village and the local population. In Ostuni, most of the children now enjoy sports and leisure activities outside the Village, thanks to the support of local sport centres and the surrounding communities.

“For SOS Children’s Villages Italy, it’s so important to have partners such as Fondazione J&J Italy. Fondazione J&J is always available to address the needs of our children. Even if the economic crisis affects our country, Fondazione J&J has always kept its pledge over the years. For this reason, we can say that Fondazione J&J Italy has become a part of our great SOS Family!”

Alviero Camin, President of SOS Children’s Villages Italy
Nurse First

Transforming Front-line Service Delivery in Community Health Care

Policy makers and health care commissioners have recognised the need to focus on prevention and public health for some time. They understand the need for greater options when delivering health care in the community. But changes in community health delivery in the UK have been slow and have not kept pace with the increasing demand on the NHS.

With government policy moving further towards expanding patient choice, there is a huge opportunity for front-line health care workers who can innovate with new methods of service delivery in the NHS that are both cost-effective and beneficial to patient care.

Johnson & Johnson UK is partnering with Nurse First, a social enterprise organisation founded by the Shaftesbury Partnership, which offers a modular training program for community clinicians, developed in response to the increasing demands on the community health workforce. The funding for this partnership is provided by the Trust and is line with the Johnson & Johnson global pillar of ‘strengthening the health care workforce’.

The aim of the Nurse First program is to encourage high-potential health professionals to find innovative, new ways to improve community health services and support them through mentoring and coaching to develop workable and fully-funded business models that will deliver impactful change in service delivery and patient care.

In 2012/2013, the second year of the program, 23 clinicians graduated from Nurse First. Each clinician developed innovative projects designed to produce an average of £1.2 million cash–releasing cost savings each to the NHS.

Funded by Johnson & Johnson UK and other partners, the long-term aim of the Nurse First program is to become entirely self-sufficient; moving from a “free to access” model to one where organisations, such as the NHS, pay for their staff to attend.

“Nurse First has shown how frontline clinical staff can implement innovation that attracts serious financial investment and improves the health of thousands of people across the UK. We are helping more and more organisations identify the innovation potential in their staff and then develop that potential.”

Dave Dawes, Managing Director of Nurse First
Knowledge Transfer & People Engagement

Knowledge Transfer & People Engagement is a focus area within our 2018 Trust Strategy which guides us in our knowledge sharing and information transfer. Its purpose is to unite and connect people and organisations to exchange and share experiences and learnings, and to enable synergies, networks and relationships to be built, both internally cross sector at Johnson & Johnson amongst CSR advocates, and externally with our partner organisations, to engender greater understanding of our partner’s needs and the lives of those we serve.
Early 2014, the Trust launched a pilot secondment program offering selected Johnson & Johnson employees across EMEA an unique opportunity to share their skills and knowledge with two trusted NGOs: North Star Alliance and the Aga Khan Development Network (AKDN).

What is unique about this program is our commitment to place the needs of our trusted NGOs first. By doing this, we can match the right employee with the right skill sets and expertise to make a measurable and sustainable outcome to the NGO and its long-term business operations.

Four secondments will be piloted under this new initiative, ranging from human resources, marketing, health care compliance to business development profiles. The secondments will last from three to six months. It’s a win-win for all parties involved. The NGO gets access to specialised skills sets that they are missing; the secondees will experience a life-changing opportunity which will enhance their personal and professional development; J&J and the Trust will enhance their reputation and corporate equity by giving back to society; and the business sectors benefit with projects transitioning into sustainable solutions.

“The really is a fantastic program and one that I am extremely proud to be involved in. It uniquely links the needs of NGOs with the core values and Credo at Johnson & Johnson.”

Edwin Schenck, Vice President Human Resources Consumer EMEA and member of the Trust Secondment Committee Team

In Sub-Saharan-Africa, transport companies lose many of their truck drivers through the spread of disease such as HIV. One NGO working to support mobile communities is North Star Alliance, whose mission is to strengthen national health systems and to expand health access through a network of Roadside Wellness Centres (RWCs).

Currently, North Star Alliance has 33 RWCs located at hotspots along the most important transport corridors across Africa. They offer a range of prevention, testing, treatment and education for HIV and STDs (sexual transmitted diseases) as well as diagnosis and medication for life-threatening diseases such as malaria and tuberculosis, ensuring that mobile populations have access to health care provision.

North Star Alliance is a key partner in the Trust Secondment Program and two secondments with Johnson & Johnson employees are running in 2014; one to standardise HR policies and procedures in all 13 countries where the NGO is based, and the other to develop and execute a marketing plan to strengthen the brand, knowledge and reputation of North Star Alliance.

“Working with the Johnson & Johnson Corporate Citizenship Trust has been very rewarding and inspirational. The Trust Secondment Program will enable us scale-up our operations by providing the skill sets that we are missing.”

Alex Stukenberg, Partner Relations Manager, North Star Alliance
Increasing Access to Sustainable Health Care Through Our Secondment Program with AKDN

The Aga Khan Development Network has been a partner of the Trust for 13 years and shares a long-term commitment to helping communities in the developing world improve local capacities in three critical areas: Nursing and Midwifery, Early Childhood Development, and Community Health Care.

In 2014, the partnership between the Trust and AKDN will evolve one step further with the implementation of the Trust Secondment Strategy program; helping to bring sustainable health care solutions to vulnerable populations through knowledge transfer.

In consultation with AKDN, two Johnson & Johnson secondment placements will be piloted in East Africa and will last between four to six months. They include building small scale enterprises in early child development (ECD) services to meet the needs of parents and communities for affordable and adequate ECD in urban resource poor environments; and assessing the needs and priorities of nurses and midwives, and reviewing collective strategies to strengthen their professional organisations in East Africa.

“Our partnership with the Trust is based on mutual respect, shared values and a long term commitment to improving human health. For us, a key component of the partnership is the opportunity it brings to gain access to innovative ideas and new ways of thinking to help advance our health care decision making and deliver sustainable health solutions to resource poor communities. It is our aspiration that the Trust Secondment Strategy Program will help us develop new business models to deliver long-term, sustainable economic and social outcomes to local communities - improving the welfare and prospects of people in the developing world.”

Dr. Michaela Mantel, Advisor and Senior Health Program Officer
Aga Khan University
CSR EMEA Community: Connecting Our People

The CSR Community in EMEA is a network of J&J CSR professionals who manage our CSR portfolio of activities at a national level across EMEA, and who regularly connect to share best practice from within their locality. The Community’s aim is to create greater understanding and awareness of the meaning and impact of our 2018 Strategy and to bring Our Credo to life. Only by connecting and learning from each other, can we increase our knowledge base and expand our CSR outreach and impact, helping more people to live happier and healthier lives.

Trust Award Recognition Program

To recognise J&J people who have made a significant difference to lives of others through their involvement and commitment to nationally-run CSR programs, an annual Trust Award is being launched in 2014.

The Trust Award will be presented to those who go above and beyond their CSR ambitions, and demonstrate a positive, measurable and sustainable impact to individuals, communities and society as a whole.
Discovery & Development

Investing in Entrepreneurial and Impact Driven Solutions to Improve Health Outcomes

We believe that forming unlikely alliances with academics, non-governmental organisations (NGOs) and the private and public sector will drive innovative, meaningful and sustainable change in health care systems and help more people to live longer, healthier and happier lives.

Through Discovery & Development, the Trust will act as an enabler, bringing together academics, scientists, policy makers and government officials with some of the world’s leading experts across the private and public spectrum to collaborate, share and explore innovative ideas on health care delivery models that may have the potential to change the way health care is perceived resourced and managed. In this way, we can contribute to shaping a future where there is a more sustainable and equitable health care provision, transforming the lives of more vulnerable people.

To help us achieve this vision, we are currently exploring and assessing the field of social impact investment in order to engage with external investors and entrepreneurs to identify potential initiatives that are within the scope of the Trust and its 2018 Strategy.
Diarrhoea is the second biggest killer in developing countries around the globe. In Africa, one in eight children die of the disease before the age of five years, despite treatments being available, affordable and simple to administer.

Oral rehydration salts together with zinc is the treatment recommended by the World Health Organisation and UNICEF. Zinc reduces the severity and duration of diarrhoea and provides protection from re-infection for up to three months. However, providing access to this treatment in remote communities in Africa remains a challenge.

In 2011, the Trust and Janssen EMEA partnered with UK-based charity ColaLife™ to design and distribute an innovative anti-diarrhoea kit, called Kit Yamoyo, to vulnerable children in developing countries using the Coca-Cola distribution supply network. The award-winning kit contains oral rehydration salts, zinc and soap and was stored within empty spaces in Coca-Cola crates.

The kit was trialled in two remote regions in Zambia where less than 1% of children were receiving the correct diarrhoea treatment. At the end of the 24 months trial period in 2013, 26,000 mothers had been reached and 45% of children had benefited from Kit Yamoyo.

Mothers bought the Kit from one of 85 trained village micro-retailers less than 2km from their home rather than walking more than 7km on average to a health clinic for treatment. Additionally, 94% of mothers used the soap for hand-washing, improving hygiene and sanitation.

The benefits are not purely medicinal. The fact that it is sold in local retailers made it possible to create profit for community retailers and distributors - incentivising them to stock the Kit. By 2013, only 8% of Kit retailers were still placing the kit within the Coca-Cola crates for which the packaging was initially designed. Due to its success, the kit Yamoyo has become a separately-sourced product, creating livelihoods across the value chain and boosting the micro-economy of local communities.

As a result of this pilot trial, the manufacturing and distribution of the Kit Yamoyo is now being transferred to a small private company in Zambia which will produce and sell the kits, thus improving speed to market as well as increasing local employment. Furthermore, organisations in six other countries, including Angola, Uganda, India and Kenya, are investigating the business model, demonstrating the scalability of this innovative program.

Extending the ColaLife Project for the Distribution of Anti-diarrhoea Kits to Vulnerable Children in Africa
Providing Donated Medical Aid to Organisations Serving Children and Adults in Vulnerable Communities Around the World

Responsible product donations provide the opportunity to support communities throughout the world, either in disaster relief situations or via their local health programs. The Trust has been working with several NGOs such as Tulipe in France, Action Medeor in Germany, Banco Farmaceutico in Italy and International Health Partners in the United Kingdom to discuss the process of donating products while ensuring traceability and consensus on harmonised European standards. Several donations have taken place allowing Johnson & Johnson Operating Companies in EMEA to respond to the needs of various communities around the world. The Trust has helped to facilitate the coordination between the Johnson & Johnson Family of Companies in EMEA and the external partners’ recipients of several donations throughout the year.

Thanks to the donation of more than 19,000 units of three products by Johnson & Johnson Italy, Banco Farmaceutico was able to help 24 charities which operate in Italy and in developing countries. Banco Farmaceutico specialises in providing assistance inside the EU to individuals who fall through the state health care system.

Johnson & Johnson’s Middle East operations has been actively involved in investigating how they can contribute financially and through product donations to alleviate the impact of the Syrian refugee crisis, and Johnson & Johnson Consumer EMEA has donated 65,000 much needed hygiene products to International Health Partners (IHP), following a request by the NGO for assistance. “Unfortunately, there is still no safe direct route into Syria”, explains Adele Paterson from IHP, “but we are working to reach many displaced people in desperate need in the refugee camps along the Syrian border”.

In the UK, Johnson and Johnson local Operating Companies LifeScan, Janssen and Consumer donated products throughout the year through IHP who works closely with local partners and community based organisations to coordinate the distribution of donated supplies to ensure they are delivered where they are needed most.

For example in support of the Syrian Refugee Crisis and recent disaster in the Philippines, the Consumer group in the UK donated just under £1 million worth of products equating to 1.4 million doses of treatment. Says James Watson, CSR lead at J&J Consumer UK, “This represents a 46% increase in donations from the UK Consumer business compared to 2012. As a business, we are delighted to be able to make this contribution and to support the relief efforts which have featured so prominently in the news of late”.

Johnson & Johnson Operating Companies in EMEA remain committed in closely collaborating with their partners in satisfying needs of vulnerable population across the region.
To effectively implement the 2018 Trust Strategy, it is essential that we have the correct systems and processes in place to drive operational excellence and to prepare for the Trust’s future in social impact investment.
Based on principles of transparency and accountability, the Trust Services platform will provide us with the infrastructure and framework to increase efficiency and effectiveness of our corporate social responsibility activities across governance, financial and resource management and reporting enabling us to be a professional and consistent partner to our stakeholders, from our donors to our grantees. It will also allow us to further develop the management capacity of the Trust, providing a scalable portfolio of offerings from grant making to impact investment.

As part of the Trust’s commitment to make sustainable differences in human health through strategic partnerships and innovative solutions that add value to society and people’s lives, we are already improving our processes for grant making and are implementing an integrated metric-led financial and project management system to measure the progress and impact of our partner programs within the new Trust Strategy.

**“IT EMEA and the Trust are exploring how together we can help to impact more people’s lives”**

*Anouk Demedts, Process Manager EMEA Infrastructure Services*

In building the capacity of the Trust, we will leverage the best practice and expertise of colleagues through collaboration with functional departments in Johnson & Johnson, particularly IT, legal and finance, and supplemented by external expert counsel where necessary.

Some of the improvements which have been established in 2013 include:

- Update of the grant review and approval process for our partnerships across EMEA to provide clear and simple guidance for colleagues and partners who make a powerful and meaningful difference in the field of CSR through the Trust
- Streamline of contracting procedure for more timely implementation of projects
- Develop a more efficient and simple process for donation to the Trust

The Trust is implementing the improved process and tools throughout 2014, and will be incorporating feedback on an ongoing basis in order to continuously improve our approach and be fit for purpose going forward.

**“Corporate Social Responsibility is an important facet of our everyday business. As a large multinational Company it is our responsibility to help those people and communities less fortunate than ourselves. I am immensely proud of what the Trust achieves and I feel privileged to Chair the Trust and to witness for myself the huge amount of good that we do.”**

*Jane Griffiths, Trust Chairman, Company Group Chairman, Janssen EMEA*
Directors’ Report and Financial Statements

For the Year Ended 31st December 2013

Contents

2013 List of Directors

About the Johnson & Johnson Corporate Citizenship Trust

- Mission
- About Us
- Our 2018 Strategy
- Grant Making Policy

Achievements and Performance

- Performance against objectives set: an analysis of the public benefit provided
- 2013 Significant areas of activity

Structure, Governance and Management

- Governing document
- Relationship to Johnson & Johnson Family of Companies
- Recruitment and appointment of Directors
- Organisation and decision making
- The Program Operations Committee
- Partnerships
- Knowledge Transfer & People Engagement
- Discovery & Development
- Trust Services
- Communications
- Risk management and assessment

Financial Review

- Results for the period
- Principle funding sources
- Investment Policy
- Reserves Policy
- Plans for the future

Directors’ Responsibilities

Independent Auditor’s Report to the Members and Trustees

Statement of Financial Activities

Balance Sheet

Notes to the Financial Statements
Objectives and Activities

Mission
The mission of the Johnson & Johnson Corporate Citizenship Trust (Trust) is to make sustainable, long-term differences in human health. It does this by investing in strategic partnerships and innovative solutions that add value to society and impact people’s lives.

About Us
The Trust is responsible for managing J&J Corporate Social Responsibility (CSR) programs across Europe, the Middle East and Africa (EMEA). The Trust was founded in 2007 and registered as a Company Limited by Guarantee and a Charitable Scottish charity. It is an independent organisation that reflects the Johnson & Johnson Family of Companies’ commitment to improve the quality of life of the communities that its employees live and work in. The Trust is funded by the Johnson & Johnson Family of Companies through Johnson & Johnson Worldwide Corporate Contributions and Johnson & Johnson Operating Companies in EMEA.

Our 2018 Strategy
2013 has seen a year of focusing and re-positioning within the Trust to bring greater clarity, accountability and transparency to our operations and to ‘open doors’ to creating long-term solutions to some of most challenging health issues facing the world today. During 2013, the Trust developed an ambitious and robust 2018 Strategy to guide the future direction of the Trust, and enable J&J employees to connect the activities of the Trust with the world around them. Underpinning the 2018 Trust Strategy are four focus areas:

1. Partnerships; impacting people’s lives by empowering strategic and innovative partnerships
2. Knowledge Transfer & People Engagement; Connecting people in joint causes to communities and inspiring networks to make a sustainable difference to society that positively impacts people’s lives
3. Discovery & Development; Positioning the Trust as an agent of change and innovation investing in entrepreneurial and impact driven solutions
4. Trust Services; Supporting Trust governance and CSR processes and systems

Alignment with the J&J Worldwide Corporate Contributions Strategy Plan
The Trust 2018 Strategy is fully aligned with the J&J Worldwide Corporate Contributions Strategy Plan that consists of three pillars:

1. Saving and improving the lives of women and children;
2. Preventing disease in vulnerable populations;
3. Strengthening the health care workforce.

Grant Making Policy
The Board of Directors has developed a Grant Making Policy to ensure that grant-making decisions are made effectively and transparently. Given the geographical spread of the Trust, consideration and thought is given to the individual needs and challenges of each country. To this end, the Trust supports both national and international initiatives.

With respect to national initiatives, the Trust consults informal CSR Country Committees, which are made up of local representatives from the Johnson & Johnson Family of Companies. These committees explore and manage partnerships with organisations that meet the needs of the local population whilst adhering to the mission and objectives of the Trust. Each country supported by the Trust has a dedicated Country Leader, Health Care Business Integrity Officer and Grant Coordinator, all of whom have a role in the grant application process.

International programs are managed by the Program Operations Committee (see page 50) and follow the same process. Every national and international grant approved requires sign-off by two Directors of the Board. National CSR Country Committees and the Program Operations Committee meet regularly with their partners and are required to provide progress reports to the Board.

As of January 2014, the Grant Making Policy will be updated in line with the Trust 2018 Strategy. For more information, please visit the Partnerships section on page 4.

Achievements and Performance

Performance against objectives set: an analysis of the public benefit provided
In 2013, the Trust engaged with 88 partners in more than 50 countries delivering £5,262,373 to projects within the EMEA region.

2013 Significant areas of activity
For an overview of some of the programs supported in 2013, see page 4.
Governing document
The Trust is governed by its Memorandum and Articles of Association. The liability of the members of the charity is limited and every member undertakes to contribute such amount as may be required (not exceeding £1) in the event of the charity winding up.

Relationship to Johnson & Johnson Family of Companies
The Trust is funded by the Johnson & Johnson Family of Companies as part of its commitment to CSR in the EMEA region. The Johnson & Johnson Family of Companies’ commitment to the Trust extends to the provision of office space, facilities and the release of its employees to sit on local, informal CSR committees that provide advice to the Trust.

In 2010, the Trust signed a trademark licensing agreement with the Johnson & Johnson Family of Companies for the use of the Johnson & Johnson name and logo.

As of the 31st of December 2013, all 13 Directors are employees of the Johnson & Johnson Family of Companies.

Recruitment and appointment of Directors
The Trust has the capacity to appoint 15 Directors to its Board. Nominations for new appointees are made to and approved by the Board. The aspiration is to build a balanced and diverse board. Therefore, the following factors are taken into consideration when recruiting new Board members: an interest in the health and societal challenges of the EMEA region, relevant business track record, diverse cultural background and gender.

Upon appointment, new Directors are provided with training and information on their role and responsibilities, the mission of the Trust, and the Johnson & Johnson Corporate Social Responsibility Strategic Framework which the Trust adheres to. They are also invited to meet and discuss their role, responsibilities and areas of interest with the Managing Director of the Trust.

Directors that formally and contractually leave the Johnson & Johnson Family of Companies must tender their resignation to the Board.

Organisation and decision making
The Board of Directors meets biannually and presides over the strategic direction of the charity, having responsibility and control of its affairs and activities.

The Program Operations Committee
Whilst overall management of the Trust is decided by collective decision of the Board, much of the Trust’s functioning is undertaken by the Program Operations Committee. The seven people (four under Trust contract) on this committee oversee the day-to-day coordination of the Trust’s activities. The Committee is made up of employees of the Trust and employees of the Johnson & Johnson Family of Companies.

The activities of the Program Operations Committee during 2013 were aligned to the four focus areas of the Trust 2018 Strategy.

Partnerships
The Trust’s new partnership framework has been built to bring further focus, transparency and accountability to our partnership selection and relationship management, so that together we can achieve greater social impact across EMEA. All partnerships will align with the J&J Worldwide Corporate Contributions Strategy Plan. For more information, please visit page 3.

Knowledge Transfer & People Engagement
Knowledge Transfer & People Engagement is a focus area within our 2018 Trust Strategy which guides us in our knowledge sharing and information transfer. Its purpose is to unite and connect people and organisations to exchange and share experiences and learnings, and to enable synergies, networks and relationships to be built, both internally cross sector at Johnson & Johnson amongst CSR advocates, and externally with our partner organisations, to engender greater understanding of our partner’s needs and the lives of those we serve. For more information, please visit page 24.

Discovery & Development
Through Discovery & Development, the Trust will act as an enabler, bringing together academics, scientists, policy makers and government officials with some of the world’s leading experts across the private and public spectrum to collaborate, share and explore innovative ideas on health care delivery models that can, potentially, change the way health care is perceived, resourced and managed. In this way, we can contribute to shaping a future where there is a more sustainable and equitable health care provision, transforming the lives of more vulnerable people. For more information, please visit page 29.

Trust Services
To effectively implement the 2018 Trust Strategy, it is essential that we have a robust infrastructure in place, supported with the correct systems and processes to drive operational excellence, sound governance, efficient resource management and solid financial reporting based on principles of transparency and accountability. The Trust Services focus area enables us to further develop the management capacity of the Trust, providing a scalable portfolio of offerings from grant making to impact investment. Currently, the Trust is implementing an integrated financial and project management system with metrics and evaluation tools to measure the progress and impact of individual partner programs and the outcome of the 2018 Trust Strategy. For more information, please visit pages 2-3.

Communications
In 2013, the Trust undertook a number of communication actions to strengthen the reputation of the Trust and to increase awareness for CSR programs and activities across the region amongst Johnson & Johnson employees and external partners.

Risk management and assessment
The Trust adheres to the highest standards of diligence and transparency, and the Board of Directors work to ensure that all its activities are compliant with applicable rules and anti-corruption laws, including the Bribery Act (UK) and the Foreign Corrupt Practices Act (US). The Trust requires that all prospective beneficiaries undertake a full health care compliance due diligence in line with compliance procedures of the Johnson & Johnson Family of Companies.
Financial Review

The Statement of Financial Activities is reported on page 40 of the accounts.

Results for the period
2013 was a year of evolution for the Johnson & Johnson Corporate Citizenship Trust, seeing the end of the 2009 - 2013 strategic plan and the beginning of the next phase of the Trust's growth. Investments into the creation of the 2018 Strategy were made, these included the addition of two senior employees to the Program Operations Committee, and reorganization of the Trust team around the four focus areas. The Trust also utilized external professional services to support team building, the development of strategic plan and specific guidance on the evaluation of infrastructure required in the implementation of the 2018 strategy.

As our 2013 grant making activities were guided by our 2009 – 2013 strategic plan and existing agreements, the Trust continued to implement CSR strategy and support partnerships in the region with investment into building health care capacity, saving and improving lives, preventing disease and reducing stigma.

The Program Operations Committee invested time and financial resources into the engagement of all stakeholder to communicate and facilitate a smooth and responsible transition to the 2018 Strategy, which brings change to activities and distribution of resources from 1 January 2014.

As part of the further development of the Trust and with the increased engagement with the Johnson & Johnson Family of Companies on the 2018 Strategy, 2013 also saw a significant increase in financial commitment by some of the operating companies based in EMEA, specifically Janssen EMEA, which is earmarked for corporate social responsibility activities in the region in the coming years.

Principle funding sources
The Trust's activities are funded through donations from the Johnson & Johnson Family of Companies.

Within the portfolio of the Trust, various types of funds have been created to effectively manage donations. These are endowment funds and designated funds.

Endowment funds
These are restricted investment funds donated to the trust with the intention to produce income. While withdrawals from the principal amount may only be used for purposes of the trust upon the trustee’s decision, any investment income generated from the endowment can be spent for the trust's ongoing operations or other specific purposes. The Trust manages one endowment fund:

The College of Surgeons of East, Central and Southern Africa (COSECSA) Endowment

Donated by Johnson & Johnson Medical

COSECSA is an independent body that promotes postgraduate education in surgery and provides surgical training throughout the region of East, Central and Southern Africa.

Designated funds
These are unrestricted funds that are earmarked by the directors to be used for particular purposes in the future. They are still accounted for as part of the charity's unrestricted funds, as the directors have the power to re-designate these funds to other purposes. Please refer to page 43 for list of designated funds.

Investment Policy
The Directors have full power of investment. In 2013, the Directors continued to take a cautious approach towards investment, preferring not to establish a longer-term investment policy for its charitable funds.

The Audit and Finance Committee are exploring investment opportunities that reflect its low-risk policy.

Reserves Policy
The Directors recognise that reserves were maintained in 2013. The Trust's unrestricted funds represent the value of approximately four months of on-going activities.

Plans for the future
2014 will see the 2018 Trust Strategy come to life, with a number of streams of activities taking place:

• The new Partnership Framework is launched on 1 January 2014, with the aim of bringing increased focus, transparency and accountability in our partnership selection and relationship management, so that together we can achieve greater social impact across EMEA. For more information, please see page 4.

• Within the Knowledge Transfer and Knowledge Transfer workstream, four secondments with two partners will be piloted in 2014. The Trust will also celebrate the work of CSR Community in Johnson & Johnson who are instrumental in supporting the Trust in achieving its mission with the Trust Award Recognition Program (page 27).

• Through Discovery and Development activities, the Trust is continuing its exploration and assessment in the field of social impact investment and engagement with external investors and entrepreneurs to identify potential initiatives that are within the scope of the Trust and its 2018 Strategy (page 29-31).

• The Trust, through the Trust Services, is implementing improved process and tools throughout 2014, to increase efficiency and effectiveness of our corporate social responsibility activities across governance, financial and resource management and reporting enabling us to be a professional and consistent partner to our stakeholders, from our donors to our grantees (page 33).
Directors’ Responsibilities

The directors are responsible for preparing the Directors’ Report and financial statements in accordance with applicable law and regulations. Company law requires the directors to prepare financial statements for each financial year. Under this law, the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the company’s state of affairs, and of the profits or losses it has sustained during that period. In preparing these financial statements, the directors are required to:

- Select suitable accounting policies and then apply them consistently,
- Make judgements and accounting estimates that are reasonable and prudent, and
- Prepare the financial statements on the going concern basis, unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping accounting records that are sufficient to show and explain the company’s transactions and disclose, with reasonable accuracy and at any time, the financial position of the company. The records must also enable the directors to ensure that the financial statements comply with the Companies Act 2006 and the Charities and Trustee investment (Scotland) Act 2005. In addition, the directors are responsible for safeguarding the assets of the company, and hence for taking reasonable steps towards the prevention and detection of fraud and other irregularities.

Disclosure of information to auditor

As far as each of the directors, at the time the report is approved, are aware:

- There is no relevant information that the organisation’s auditor is unaware, and
- The directors have taken all steps needed to make themselves aware of any relevant audit information, and to establish that the auditor is aware of that information.

Approved by the Directors on 13 May 2014, and signed on their behalf by:

Jane Griffiths
Chairman, Johnson & Johnson Corporate Citizenship Trust
We have audited the financial statements of Johnson & Johnson Corporate Citizenship Trust for the year ended 31 December 2013 which comprise the Directors’ Report, Statement of Financial Activities, Balance Sheet and related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made exclusively to the members, as a body, in accordance with Sections 495 and 496 of the Companies Act 2006 and to the charitable company’s trustees, as a body, in accordance with section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and Regulation 10 of the Charities Accounts (Scotland) Regulations 2006 (as amended). Our audit work has been undertaken so that we might state to the members and the charitable company’s trustees those matters we are required to state to them in an auditor’s report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Trust and its members and trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditor
As explained more fully in the Statement of Directors’ Responsibilities set out on page 38, the trustees (who are also the directors of the Trust for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (United Kingdom and Ireland). Those standards require us to comply with the Auditing Practices Board’s (APB’s) Ethical Standards for Auditors, including “APB Ethical Standard – Provisions Available for Smaller Entities (Revised)”, in the circumstances set out in note 13 to the financial statements. In addition, we read all the financial and non-financial information in the Directors’ Report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Scope of the audit of the financial statements
A description of the scope of an audit of financial statements is provided on the Financial reporting Council’s website at www.frc.org.uk/apb/scope/private.cfm

Opinion on financial statements
In our opinion the financial statements:
• give a true and fair view of the state of the Trust’s affairs as at 31 December 2013 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
• have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
• have been prepared in accordance with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

Opinion on other matter prescribed by the Companies Act 2006
In our opinion the information given in the Directors’ Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception
We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:
• the Trust has not kept proper and adequate accounting records or returns adequate for our audit have not been received from branches not visited by us; or
• the financial statements are not in agreement with the accounting records and returns; or
• certain disclosures of trustees’ remuneration specified by law are not made; or
• we have not received all the information and explanations we require for our audit.

Gillian Donald, Senior Statutory Auditor

For and on behalf of:
Scott-Moncrieff, Statutory Auditor
Eligible to act as an auditor in terms of Section 1212 of the Companies Act 2006
Exchange Place 3, Semple Street
Edinburgh, EH3 8BL
13 May 2013
Statement of Financial Activities
(Incorporating the Income and Expenditure Account)

<table>
<thead>
<tr>
<th>INCOMING RESOURCES</th>
<th>NOTES</th>
<th>ENDOWMENT 2013 £</th>
<th>UNRESTRICTED 2013 £</th>
<th>TOTAL 2013 £</th>
<th>TOTAL 2012 £</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incoming resources from generated funds</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt; Voluntary income</td>
<td>2</td>
<td>-</td>
<td>8,779,914</td>
<td>8,779,914</td>
<td>5,457,343</td>
</tr>
<tr>
<td>&gt; Investment income</td>
<td>210</td>
<td>2,785</td>
<td>2,995</td>
<td></td>
<td>17,028</td>
</tr>
<tr>
<td>Other incoming resources</td>
<td></td>
<td>990</td>
<td>990</td>
<td></td>
<td>500</td>
</tr>
<tr>
<td>Total incoming resources</td>
<td>210</td>
<td>8,783,689</td>
<td>8,783,899</td>
<td>5,474,871</td>
<td></td>
</tr>
<tr>
<td>Resources expended</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt; Activities in furtherance of the charity’s objects</td>
<td>3</td>
<td>-</td>
<td>6,051,288</td>
<td>6,051,288</td>
<td>5,576,003</td>
</tr>
<tr>
<td>&gt; Governance costs</td>
<td>4</td>
<td>-</td>
<td>59,270</td>
<td>59,270</td>
<td>42,763</td>
</tr>
<tr>
<td>Total resources expended</td>
<td></td>
<td>-</td>
<td>6,110,558</td>
<td>6,110,558</td>
<td>5,618,766</td>
</tr>
<tr>
<td>Surplus/(deficit) for the year</td>
<td>210</td>
<td>2,673,131</td>
<td>2,673,341</td>
<td>(143,895)</td>
<td></td>
</tr>
<tr>
<td>Loss on disposal of fixed assets</td>
<td></td>
<td>-</td>
<td>-</td>
<td>(6,106)</td>
<td></td>
</tr>
<tr>
<td>Net movement in funds</td>
<td>210</td>
<td>2,673,131</td>
<td>2,673,341</td>
<td>(150,001)</td>
<td></td>
</tr>
</tbody>
</table>

Fund balances brought forward at 1 January 2013 | 10   | 101,881          | 1,335,173          | 1,437,054   | 1,587,055   |

Fund balances carried forward at 31 December 2013 | 10   | 102,091          | 4,008,304          | 4,110,395   | 1,437,054   |

There are no recognised gains or losses other than those shown in the statement of financial activities above.
All the activities relate to continuing activities.

Balance Sheet

<table>
<thead>
<tr>
<th>INCOMING RESOURCES</th>
<th>NOTES</th>
<th>2013 £</th>
<th>2012 £</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current assets</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debtors</td>
<td>8</td>
<td>450,783</td>
<td>-</td>
</tr>
<tr>
<td>Cash at bank</td>
<td></td>
<td>3,832,249</td>
<td>1,826,447</td>
</tr>
<tr>
<td>Creditors: amounts falling due within one year</td>
<td>9</td>
<td>(172,637)</td>
<td>(389,393)</td>
</tr>
<tr>
<td>Net current assets</td>
<td></td>
<td>4,110,395</td>
<td>1,437,054</td>
</tr>
<tr>
<td>Net assets</td>
<td></td>
<td>4,110,395</td>
<td>1,437,054</td>
</tr>
<tr>
<td>Funds</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Endowment funds</td>
<td>10</td>
<td>102,091</td>
<td>101,881</td>
</tr>
<tr>
<td>Unrestricted</td>
<td>10</td>
<td>540,755</td>
<td>632,988</td>
</tr>
<tr>
<td>Designated funds</td>
<td>11</td>
<td>3,467,549</td>
<td>702,185</td>
</tr>
<tr>
<td>Total funds</td>
<td></td>
<td>4,110,395</td>
<td>1,437,054</td>
</tr>
</tbody>
</table>

The notes on pages 41 to 44 form part of these financial statements.
1. Accounting policies

Basis of accounting
The financial statements have been prepared on the historical costs basis in accordance with applicable UK accounting standards, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Statement of Recommended Practice – Accounting and Reporting by Charities, revised 2005 (SORP 2005).

Going concern
The directors are of the opinion that the Trust can continue to meet its obligations as they fall due for the foreseeable future. As a consequence they have prepared the financial statements on the going concern basis.

 Incoming resources
Incoming resources are recognised when the Trust has legal entitlement, the amount is quantifiable and there is reasonable certainty of receipt.

Resources expended
Expenditure is recognised when the Trust has entered into a legal or constructive obligation. Expenditure is allocated to the function to which it relates. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with use of the resources.

Governance costs are those incurred in connection with setting and monitoring the strategic direction of the Trust and compliance with constitutional and statutory requirements.

Foreign currency transactions
Foreign currency transactions are translated at the exchange rate in operation on the date on which the transaction occurred. All exchange gains and losses are reported as part of the surplus or deficit for the year.

Fund accounting
Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the Trust.

Restricted funds are subjected to restrictions on their expenditure imposed by the donor. Designated funds are earmarked from the unrestricted funds by the trustees for a specific purpose.

Grants awarded
Grants awarded are recognised in full when there is a constructive obligation in the Trust to make the payment.

Gifts in kind
Gifts in kind are included in the financial statements based on a reasonable estimate of their open market value.

Pension costs
The Trust is charged the costs of a defined contribution pension scheme for employees. The cost of providing pensions is charged to expenditure in the period in which contributions are made.

Taxation and VAT
The Trust is a charity and is recognised as such for taxation purposes, therefore no corporation tax is payable. The Trust is not registered for UK VAT and therefore all costs are shown inclusive of VAT.

2. Voluntary income

<table>
<thead>
<tr>
<th>DONATIONS</th>
<th>2013 TOTAL £</th>
<th>2012 TOTAL £</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifescan</td>
<td>5,847,043</td>
<td>40,000</td>
</tr>
<tr>
<td>Janssen EMEA fund</td>
<td>2,738,759</td>
<td>-</td>
</tr>
<tr>
<td>DePuy</td>
<td>104,339</td>
<td>5,336,793</td>
</tr>
<tr>
<td>Johnson &amp; Johnson Medical (ME)</td>
<td>89,773</td>
<td>-</td>
</tr>
<tr>
<td>Other</td>
<td>-</td>
<td>80,550</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>8,779,914</strong></td>
<td><strong>5,457,343</strong></td>
</tr>
</tbody>
</table>

3. Activities in furtherance of the charity’s objects

<table>
<thead>
<tr>
<th></th>
<th>2013 TOTAL £</th>
<th>2012 TOTAL £</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants</td>
<td>5,262,373</td>
<td>4,944,488</td>
</tr>
<tr>
<td>Staff costs</td>
<td>329,809</td>
<td>280,117</td>
</tr>
<tr>
<td>Administrative costs</td>
<td>459,107</td>
<td>351,398</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>6,051,288</strong></td>
<td><strong>5,576,003</strong></td>
</tr>
</tbody>
</table>

4. Governance costs

<table>
<thead>
<tr>
<th></th>
<th>2013 TOTAL £</th>
<th>2012 TOTAL £</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legal &amp; professional fees</td>
<td>47,591</td>
<td>19,754</td>
</tr>
<tr>
<td>Audit &amp; accountancy fees</td>
<td>10,320</td>
<td>22,187</td>
</tr>
<tr>
<td>Trustee costs to attend board meetings</td>
<td>1,359</td>
<td>822</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>59,270</strong></td>
<td><strong>42,763</strong></td>
</tr>
</tbody>
</table>
5. Analysis of grants

The Trust does not make grants to individuals and the total cost of making grants is disclosed on the face of the Statement of Financial Activities. An analysis has been provided below of each of the main grants.

<table>
<thead>
<tr>
<th>BENEFICIARY</th>
<th>PROJECT NAME</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Health Organisation</td>
<td>Children Without Worms Support</td>
<td>£258,152</td>
<td>Nil</td>
</tr>
<tr>
<td>Aga Khan Foundation</td>
<td>Phase IV Partnership: East Africa - Aga Khan University - Advanced Nursing Studies Scholarships</td>
<td>£227,071</td>
<td>£152,501</td>
</tr>
<tr>
<td>INSEAD Business School (Middle East Campus)</td>
<td>Middle East Health Leadership Program</td>
<td>£210,103</td>
<td>£112,581</td>
</tr>
<tr>
<td>Stiftung Kindergesundheit</td>
<td>The Healthy Classroom (Das Gesunde Klassenzimmer)</td>
<td>£208,515</td>
<td>£260,277</td>
</tr>
<tr>
<td>INSEAD Business School</td>
<td>Innovating Health for Tomorrow</td>
<td>£208,187</td>
<td>£237,584</td>
</tr>
<tr>
<td>INSEAD Business School (Middle East Campus)</td>
<td>Innovators for Community Wellness Program</td>
<td>£202,300</td>
<td>£196,270</td>
</tr>
<tr>
<td>The Shaftesbury Partnership</td>
<td>Nurse First</td>
<td>£200,000</td>
<td>£250,000</td>
</tr>
<tr>
<td>Aga Khan Foundation</td>
<td>Phase IV Partnership: East Africa - Madrassa Resource Centre / Early Childhood Development</td>
<td>£170,624</td>
<td>£122,868</td>
</tr>
<tr>
<td>Japan NPO Center</td>
<td>Citizen and Community Empowerment Program in Tohoku</td>
<td>£162,589</td>
<td>Nil</td>
</tr>
<tr>
<td>Aga Khan Foundation</td>
<td>Phase IV Partnership: Egypt</td>
<td>£151,703</td>
<td>£144,921</td>
</tr>
<tr>
<td>Project HOPE (Czech Republic, o.p.s.)</td>
<td>Nil Nocere - Saving Patients from Harm</td>
<td>£121,012</td>
<td>£53,177</td>
</tr>
<tr>
<td>Aga Khan Foundation</td>
<td>Phase IV Partnership: Portugal</td>
<td>£120,624</td>
<td>£82,680</td>
</tr>
<tr>
<td>FIA Foundation</td>
<td>Safe Schools South Africa</td>
<td>£111,554</td>
<td>Nil</td>
</tr>
<tr>
<td>Aga Khan Foundation</td>
<td>Phase IV Partnership: East Africa - Southern Tanzania Community Health</td>
<td>£100,329</td>
<td>£63,883</td>
</tr>
<tr>
<td>Save the Children UK</td>
<td>Eat, Sleep, Learn, Play! (ESLP)</td>
<td>£100,000</td>
<td>£100,000</td>
</tr>
<tr>
<td>Royal Society for the Prevention of Accidents (RoSPA)</td>
<td>European Child Safety Alliance</td>
<td>£80,098</td>
<td>£73,282</td>
</tr>
<tr>
<td>Friendship</td>
<td>EPI Support Program in the Remote Char Areas</td>
<td>£78,269</td>
<td>Nil</td>
</tr>
<tr>
<td>A Chacun Son Everest</td>
<td>Chacun son Everest</td>
<td>£72,096</td>
<td>£78,187</td>
</tr>
<tr>
<td>INSEAD Business School</td>
<td>Research into replacement program for the European Health Leadership Program</td>
<td>£65,950</td>
<td>Nil</td>
</tr>
<tr>
<td>The Academy of Business in Society asbl</td>
<td>Corporate Social Responsibility Research &amp; Thought Leadership</td>
<td>£65,374</td>
<td>£60,976</td>
</tr>
<tr>
<td>REMISSION Non-Profit Association</td>
<td>Puente</td>
<td>£63,891</td>
<td>£65,439</td>
</tr>
<tr>
<td>International Health Partners (UK) Ltd</td>
<td>European Medicines Exchange</td>
<td>£60,976</td>
<td>Nil</td>
</tr>
<tr>
<td>Fondazione J&amp;J for Susan G. Komen Italia Onlus</td>
<td>Health’s Villages</td>
<td>£60,920</td>
<td>£68,491</td>
</tr>
</tbody>
</table>

6. Surplus/(deficit) for the year

<table>
<thead>
<tr>
<th>THIS IS STATED AFTER CHARGING</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auditor’s remuneration in respect of</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt; audit</td>
<td>10,320</td>
<td>10,020</td>
</tr>
<tr>
<td>&gt; non audit</td>
<td>21,184</td>
<td>12,167</td>
</tr>
</tbody>
</table>

7. Salaries

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries and associated costs</td>
<td>276,018</td>
<td>209,513</td>
</tr>
<tr>
<td>Social Security</td>
<td>2,042</td>
<td>3,845</td>
</tr>
<tr>
<td>Pension costs</td>
<td>2,517</td>
<td>4,865</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>280,577</strong></td>
<td><strong>213,047</strong></td>
</tr>
</tbody>
</table>

None of the directors received any remuneration during the current or prior period. During 2013 expenses of £1,359 were reimbursed (2012: £822). One employee’s emoluments exceeded £60,000 during 2013 (2012: none) earning £110,000-£120,000.

<table>
<thead>
<tr>
<th>STAFF NUMBERS</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time equivalents</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
8. Debtors

<table>
<thead>
<tr>
<th></th>
<th>2013 £</th>
<th>2012 £</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accrued donation income</td>
<td>448,743</td>
<td>-</td>
</tr>
<tr>
<td>Other debtors</td>
<td>2,040</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>450,783</td>
<td>-</td>
</tr>
</tbody>
</table>

9. Creditors: amounts falling due within one year

<table>
<thead>
<tr>
<th></th>
<th>2013 £</th>
<th>2012 £</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants payable</td>
<td>31,722</td>
<td>312,316</td>
</tr>
<tr>
<td>Accruals</td>
<td>140,915</td>
<td>77,077</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>172,637</td>
<td>389,393</td>
</tr>
</tbody>
</table>

10. Analysis of reserves

<table>
<thead>
<tr>
<th></th>
<th>BALANCE AT 1 JANUARY 2013 £</th>
<th>INCOMING RESOURCES £</th>
<th>RESOURCES EXPENDED £</th>
<th>BALANCE AT 31 DECEMBER 2013 £</th>
</tr>
</thead>
<tbody>
<tr>
<td>Endowment funds</td>
<td>101,881</td>
<td>210</td>
<td>-</td>
<td>102,091</td>
</tr>
<tr>
<td>Unrestricted</td>
<td>702,185</td>
<td>3,726,125</td>
<td>960,761</td>
<td>3,467,549</td>
</tr>
<tr>
<td>Designated funds</td>
<td>632,988</td>
<td>5,067,564</td>
<td>5,149,797</td>
<td>540,755</td>
</tr>
<tr>
<td><strong>Total funds</strong></td>
<td>1,437,054</td>
<td>8,783,899</td>
<td>6,110,558</td>
<td>4,110,395</td>
</tr>
</tbody>
</table>

Included within the endowment fund is £102,091 (2012: £101,881) for the benefit of the College of Surgeons West, East and Central Africa.

11. Designated funds

<table>
<thead>
<tr>
<th></th>
<th>BALANCE AT 1 JANUARY 2013 £</th>
<th>INCOMING RESOURCES £</th>
<th>RESOURCES EXPENDED £</th>
<th>BALANCE AT 31 DECEMBER 2013 £</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Innovation Fund</td>
<td>54,200</td>
<td>-</td>
<td>36,472</td>
<td>17,728</td>
</tr>
<tr>
<td>Janssen EMEA fund</td>
<td>587,126</td>
<td>2,738,759</td>
<td>129,205</td>
<td>3,196,680</td>
</tr>
<tr>
<td>Lifescan Scotland Community Fund</td>
<td>22,852</td>
<td>67,500</td>
<td>34,994</td>
<td>55,508</td>
</tr>
<tr>
<td>UK Corporate Social Responsibility Fund</td>
<td>(38,271)</td>
<td>104,339</td>
<td>16,000</td>
<td>50,068</td>
</tr>
<tr>
<td>Designated Corporate Budget</td>
<td>76,278</td>
<td>726,754</td>
<td>744,090</td>
<td>57,942</td>
</tr>
<tr>
<td>Middle East Fund</td>
<td>-</td>
<td>89,773</td>
<td>-</td>
<td>89,773</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>702,185</td>
<td>3,726,125</td>
<td>960,761</td>
<td>3,467,549</td>
</tr>
</tbody>
</table>

Social Innovation Fund

The Social Innovation Fund enables the Trust to support projects and programs that develop and promote new and innovative approaches to some of the major health care issues impacting society.

Janssen EMEA fund

The Janssen designated fund, which is comprised of donations from a number of Janssen entities* in the EMEA region, is used to explore and support innovative solutions that improve health and well-being in underserved communities.

* Janssen EMEA fund contains donations for projects from Janssen EMEA, Janssen Nordics, Janssen Benelux, Janssen Beerse Campus, Janssen Pakistan Disaster Relief.

Lifescan Scotland Community Fund

This fund is administered as part of the Lifescan Scotland (a Johnson & Johnson Family of Companies entity) commitment to communities in the Highlands and Islands of Scotland.

UK Corporate Social Responsibility Fund

Funds, donated by the Johnson & Johnson Family of Companies in the United Kingdom, to support the development and implementation of the UK Corporate Social Responsibility Strategy.

Designated Corporate Budget

Funds donated by Johnson & Johnson Corporate Contributions, New Jersey and United States of America, are allocated towards a number of budgeted initiatives and are designated for these purposes.

Middle East Fund

Funds, donated by the Johnson & Johnson Family of Companies in the Middle East, to support the development and implementation of the Middle East Corporate Social Responsibility Strategy.
12. Analysis of net assets among funds

<table>
<thead>
<tr>
<th>ENDOWMENT FUNDS £</th>
<th>DESIGNATED FUNDS £</th>
<th>UNRESTRICTED FUNDS £</th>
<th>TOTAL 2013 £</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net current assets</td>
<td>102,091</td>
<td>3,467,549</td>
<td>540,755</td>
</tr>
<tr>
<td>Total</td>
<td>102,091</td>
<td>3,467,549</td>
<td>540,755</td>
</tr>
</tbody>
</table>

13. Non-audit services
In common with many other organisations of its size and nature, the Trust uses its auditor to assist with the preparation of the statutory financial statements.

14. Related party transactions
During the year, £104,339 of donations were received from DePuy International Limited (2012: £5,336,793). DePuy International Limited is a related party under common control. C Morgan is a director of Johnson & Johnson Medical Limited, controlling shareholder of DePuy International Limited.

During the year, £5,847,043 of donations were received from LifeScan Scotland Limited (2012: £40,000). LifeScan Scotland Limited is a related party as director, W Printie, is managing director of LifeScan Scotland Limited.

During the year, £2,738,759 of donations were received from Janssen (2012: £nil). Janssen is a related party as chairman, J Griffiths, is a director of Janssen EMEA, controlling party of all Janssen operating companies in Europe, Middle East and Africa. At the year-end £448,743 (2012: £nil) of accrued income was due from Janssen.

During the year, £89,773 of donations were received from Johnson & Johnson Medical (ME) (2012: £nil). Johnson & Johnson Medical (ME) is a related party as director Khaled Mansour, is the chairman of the cross sector CSR committee (ME) of the Johnson & Johnson family of companies in the Middle East.

15. Membership
The Trust is a company limited by guarantee. The liability of the members is limited to £1 each.