

Structuring CSR strategy at Johnson & Johnson *Innovative Medicine France*

Following a comprehensive set of engagements with the organization's France CSR team, Capgemini provided a proposal that would expand the impact and comprehension of their CSR strategy while remaining aligned with their Group's strategy

Bridging local and global CSR efforts

Formerly known as Janssen, the recent transformation of the Group provided an opportunity to rethink the strategy and structure the ambition within the subsidiary **Johnson & Johnson Innovative Medicine France**.

Client: Johnson & Johnson Innovative Medicine France

Region: France

Industry: Life sciences

Client challenge: After years of effective and energetic effort, the Johnson & Johnson Innovative Medicine CSR French team wanted to find a way to structure and shine a spotlight on their work and align with global initiatives.

Solution: Following a series of interviews and workshops, Capgemini Invent offered an assessment of the team's existing circumstances as well as a roadmap to achieve its goals for the future.

Over the past two years, CSR gained momentum at J&J IM France. The company has tackled numerous issues: published its first CSR report in 2023, implemented a decarbonization strategy in 2024, and developed various projects related to hospitals, patient associations, caregivers, etc.

In response to the increase of projects and multiple stakeholders demands (healthcare professionals, employees, tenders, etc.), J&J IM needed to capitalize on existing initiatives, clarify its CSR strategy, and transform it into a clear and actionable roadmap while remaining aligned with the global strategy.

To find a way to frame and implement its CSR strategy more effectively, the French team engaged Capgemini Invent to review its situation, and propose tools and an approach to broaden the impact and comprehension of the CSR strategy, making it more easily actionable and steerable over time.

Learning and plans for the future

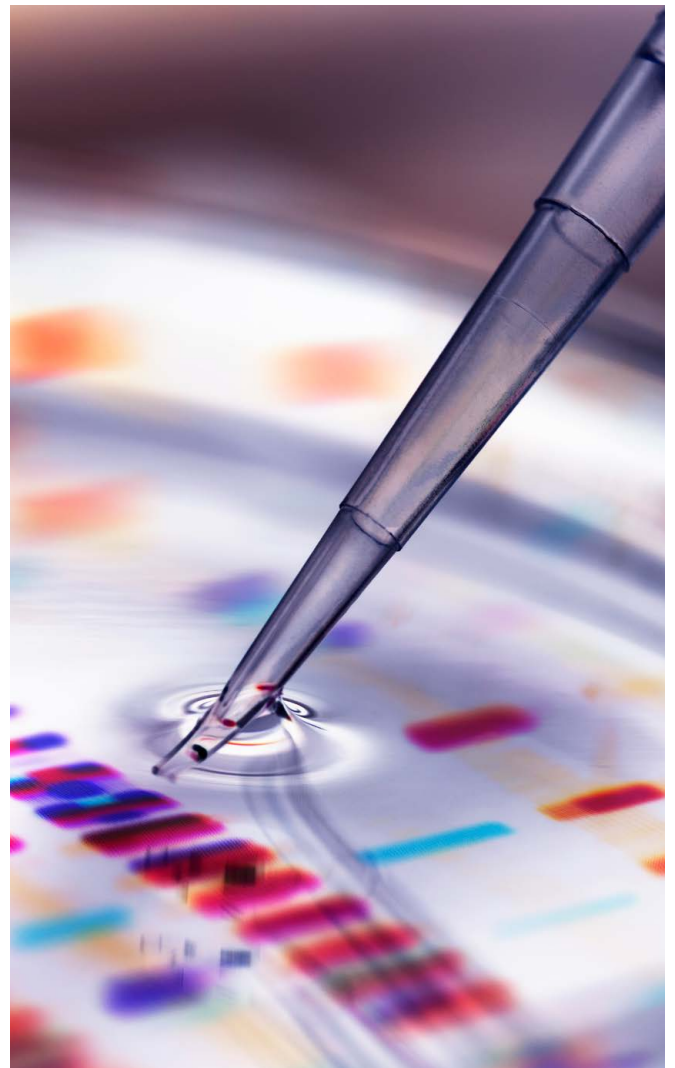
Proper consultation services required a thorough understanding of the J&J IM France team's circumstances and ambitions. To this end, Capgemini Invent arranged a three-hour workshop with CSR experts while following the Accelerated Solutions Environment (ASE) methodology. In preparation for this sit-down, Capgemini Invent team members interviewed key stakeholders to develop a comprehensive understanding of present conditions and future goals. The information gathered during these interviews contributed to a high-level assessment of the J&J IM France CSR team's maturity, stakes, and challenges.

Capgemini conducted a collaborative session to help the group populate a chosen framework with existing projects and initiatives and identify a set of key factors that would enable greater visibility and awareness around the J&J IM Group.

Following this successful event, the J&J IM France CSR team and Capgemini Invent agreed to continue their engagement to gather, frame, and position information into different pillars. In addition, the partners used a prioritization matrix as part of a qualification and positioning effort that enabled them to develop a roadmap fit to the strategy that had resulted from the earlier workshop.

Expanding awareness of essential work

As a result of these extensive collaborative efforts, Capgemini Invent offered the J&J IM France CSR a package of different assessments and proposals. The workshop notably enabled the proposal of a structuring CSR strategy that preserves the unique characteristics of J&J France, while remaining aligned with the group. The French CSR team is now more prepared and autonomous than ever to pursue impactful work, to leverage their strategy while aligning with the global organization, thereby expanding its visibility and the impact of its efforts.



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