

KBC Case Competition

Janssen Pharmaceutica case – practical details

Contact

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'How to measure social and human aspects of sustainability'

Integrating sustainability in business is nowadays crucial for companies to thrive. Sustainability is about 4P's namely People, Planet, Prosperity and Partnerships. Companies need to report on environmental, social and human impact in a non-financial report (mandatory through EU legislation CSRD from 2026). After an assessment with external and internal stakeholders, J&J defined health literacy, STEM education and Diversity, Equity & Inclusion (DEI) as key topics in the people pillar. How can we measure our social and human impact? It goes beyond just quantitative KPIs. How do we take into account direct, indirect, ... impact?

- An example of our social ambition is to stimulate children in STEM EDUCATION, more specifically girls and also vulnerable children.
- An example of our human ambition is to have a workforce that reflects the society in which we operate.