



## **Clean Water For A Lifetime - The Road To J&J Healthy Planet 2010**

While traveling to Mumbai, India on a business trip, Sandy Yee, Director, Worldwide Environmental, Health & Safety watched in horror as a young boy on the side of the road scooped up rainwater from a sewer to drink – an image that has stayed with him ever since. It was almost ten years later, after reading about a group of University of Colorado engineering students, that Sandy felt that a solution could be reached. The students, working in Africa with a volunteer organization called Engineers Without Borders, were creating a clean water solution for a small village. Sandy knew he had found a worthwhile cause.

According to the World Health Organization and UNICEF, more than 2.6 billion people - over 40% of the world's population - do not have access to basic sanitation, and more than one billion people still use unsafe sources of drinking water. The J&J Healthy Planet 2010 program includes a commitment to reducing water usage, something the GBSC has worked toward through various conservation projects. And while these efforts still hold tremendous value, they do not make water available to those in dire need. Sandy, who helped develop the J&J Healthy Planet 2010 goals, knew that by supporting Engineers Without Borders (EWB), GBSC could honor the J&J goal, while making a critical difference in our global community.



GBSC, together with GPSC, Noramco, Centocor and J&J Consumer, reached out to the local chapter of EWB at the University of Pennsylvania to provide financial support for a project they were starting in the village of Kob, Cameroon. The community had suffered from poor sanitation and a multitude of water-borne diseases. The Penn EWB team was designing and building a sustainable water distribution system to improve access to clean drinking water for the residents of the village. Successful access to clean water would also allow local officials to open a new medical center that would serve up to 15,000 people in the Kob region.

The project was implemented in January of this year. The Penn student team, together with the villagers, designed and constructed concrete boxes to protect a nearby spring, and installed distribution lines to deliver clean water to the village. In the process, residents were trained to continue building and maintaining the water delivery system after the EWB team left.

"We are innovatively meeting J&J's sustainability goals in a very economical way by supporting EWB," says Sandy. "It directly helps people while strengthening our ties in the community and within the academic arena." The collective team effort was recognized by Johnson & Johnson via the EHS Community Responsibility Award, which acknowledges programs that best embody the Credo responsibilities.

In its Credo, J&J has long recognized its responsibility to the global community. While the impact of this partnership with EWB is immediate and enormous to the villagers of Kob, the long-term benefits to GBSC's business are far-reaching in their own right. GBSC's support is directly helping to educate future engineers. For Sandy, connecting with engineering students is the extra level of engagement that makes this relationship especially worthwhile. Sandy says, "The future is in the hands of the generation that's going through school right now. The more we can ensure that these students have the right experience and the right education, the better our future is going to be."

And as the businesses try to recruit future engineers, candidates may be sought from schools with EWB chapters. Sandy adds, "Students who care enough about engaging with EWB are exactly the type of people we want making positive contributions within J&J."

GBSC plans to continue this positive relationship with EWB. The University of Pennsylvania team is now looking at assisting a school in Ghana with building a solar-powered well water system. Sandy is helping to determine the best way J&J can help. "There's a proverb that says 'if you give a man a fish you feed him for a day. If you teach a man how to fish you feed him for a lifetime.' We're helping to teach the people at the villages to fish by giving them sustainable ways to improve their health," says Sandy. "We're truly making a difference."