Be yourself, change the world.

Open&Out

This interactive document provides an overview of Open&Out's accomplishments for 2018 and goals for 2019+.

The document begins with a summary page that serves as a high level overview, followed by a page for each of the four focus areas:

• Culture of Inclusion
• Talent Acquisition, Onboarding & Development
• Insights/Marketplace
• Community Impact
Vision
Make Johnson & Johnson the employer and healthcare company of choice for the LGBTQ+ community

Highlights
The fastest growing ERG:
+88% membership increase
+31 chapters doubled presence with global expansion to all regions
30 pride flags flying high at campuses globally

58 global sites:
NA 32
LATAM 6
12 EMEA

2018 Accomplishments
- Culture of Inclusion
- Talent Acquisition, Onboarding & Development
- Insights/Marketplace
- Community Impact

2019+ Goals
Drive to 3,000 members by 2020 with high engagement
- Develop tentpole event schedule for activation—Day Against Homophobia, Transphobia and Biphobia, Pride, National Coming Out Day, Spirit Day, Ally Week
- Galvanize top chapters across regions and sectors
- Incent and measure chapters against key objectives

Global mindset
- Shift member summit to align with World Pride
- Globalize and scale Care With Pride™
- Broaden talent pillar to include leaders from outside USA

Enhance reputation
- Drive youth community outreach initiatives
- Tie into broader enterprise HIV initiatives
- Build brand love through Care With Pride™
Building support and acceptance for the LGBTQ+ community through the Ally Campaign

Launched new branding
Branded collateral distributed to Allies as a way for them to outwardly display support.

Video series

20+ Ally videos created in partnership with senior leaders

Why I Am An Ally
Featuring Open&Out Ally Peter Fasolo
Click here to watch video

Why Being An Ally Matters
Click here to watch video

Hosted “Why it Still Matters” workshops
Launched Ally training with multiple colleagues across the world.

- Australia
- Canada
- Germany
- Japan
- Mexico
- New Zealand
- Switzerland
- United States
- United Kingdom

PRAHUE, CZECH REPUBLIC

Starting Conversations at the EMEA Summit
Johnson & Johnson committed to join the Pride Business Forum Initiative for the Czech Republic.

100+ colleagues and leaders from across the region attended our 1st summit in EMEA.
Recruiting globally

**NORTH AMERICA**
Recruiting results have been strong, with multiple offers being extended from each sector.

- Reaching Out (ROMBA) Annual Conference

**APAC**
Official sponsor of the only LGBTQ+ career forum in Tokyo.

- Tokyo Career Forum

**EMEA**
Targeted recruiting efforts for talent at 3 top MBA schools across EMEA to showcase J&J’s commitment to D&I.

- Sticks & Stones Career and Job Fair
  - INSEAD - France
  - IE Business School - Spain
  - LBS - United Kingdom

**Shaping our LGBTQ+ & Ally initiatives around diversity & inclusion**
Leveraging internal and external communications and channels, developed content used in Brazil, Australia, New Zealand, Japan, United Kingdom, United States, and Germany, highlighting Johnson & Johnson as a great place to work and inclusive for LGBTQ+ employees.

**Awards and recognition**
The DiversityInc Top Companies for LGBTQ+ Employees
- US Human Rights Campaign 100%
- Corporate Equality Index
- Germany PRIDE500 Certification
- Japan work with Pride
- Pride Index
- Financial Times OUTstanding 50 LGBT+ Role Models 2018
- Laura Devaney, UK chapter co-lead

**Recruiting results**
- 10 offers extended
- 4 intern offers accepted
- 3 full time offers accepted
- 10 applications
- 75 unique interactions with candidates

**APAC**

**EMEA**

**NORTH AMERICA**

**Back to Open&Out summary**
PROVINCETOWN, MASSACHUSETTS

Building community and empowerment for today’s issues at Family Week

Johnson & Johnson Care With Pride™ openly champions love, equality, and care for all people within the LGBTQ+ community. Powered by more than 10 consumer brands, this marketing and activation campaign works to enhance the perception of Johnson & Johnson Consumer brands within the LGBTQ+ community – differentiating them from the competition!

- 750+ attendees hosted by Open&Out
- 6 J&J brand sponsored events
- 9 videos and a still photo library produced
- 12MM+ social media impressions

The largest annual gathering of LGBTQ+ families in the world.

Local impacts

UNITED KINGDOM

CALPOL® campaign

Influenced brand team to include same-sex parents in their Buzzfeed video campaign produced through UK Project CAST (Casting Aside Stereotypes in Advertising Today), focused on bringing diverse and inclusive consumer representation in advertising.

CANADA

Tegan & Sara Foundation initiative

Teamed up with the Tegan and Sara Foundation and Pride at Work Canada to bring LGBTQ+ issues to the forefront of Canada’s business and political leaders, including Canadian Prime Minister Justin Trudeau.

Pride Parades

LOS ANGELES

UNITED KINGDOM

JAPAN

- 25+ parades
- 1,500+ employees
- 1.5MM+ marchers globally

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Open&Out hosted four live events and a global webcast with transgender teen, Gavin Grimm. Students from local schools and representatives from the Family Equality Council were invited to participate.

Across our company, Pride month serves as an opportunity to open a dialogue and reignite conversation around diversity and inclusion. Gavin’s presentation did just that for all that were able to join Open&Out as this year’s June Pride Speaker.

Global webcast and live events:
- California
- Indiana
- Massachusetts
- Pennsylvania

Over 1,000 LGBTQ+ youth and over 650 LGBTQ+ seniors engaged through Bridging the Gap events.

The established Open&Out Bridging the Gap (BtG) REACH program is reaching an ever-increasing number of LGBT youth every year and helping them to meet their current unmet needs (Respect, Education, Advocacy, Careers, and Healthcare).

The recently formed BtG FLASH program is reaching a previously unrealized LGBTQ+ population (seniors/elders) by providing assistance in financial, legal, advocacy, support, and healthcare.

Reached 3,500+ colleagues through local and global events.

By the numbers
- 825 attendees
- NJ GSA forum
- 1000 students
- Bridging the Gap REACH! event
- 640 seniors
- Bridging the Gap FLASH! event
- 40 students
- GSA site visit
- 300 associates
- O&O internal summit
- 250 people
- O&O PR events
- Community donations reached:
  - 39,500 people as a result of $10k donation
- California
- Indiana
- Massachusetts
- Pennsylvania