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✓ Johnson & Johnson in Italy, the “photo” of the impact in a studio

LOCAL NEWS

Deborah News about a month ago REPORT



Johnson & Johnson's presence in Italy is divided into three operational realities: Janssen Italy, J&J Medical and J&J Consumer Health. What impact on the territory, employment and environmental sustainability? What is the future vision? A study has turned the spotlight on these issues.

DEC 20 – A study produced by the specialized company The Hackett Group analyzed the economic and employment impact linked to the presence of the 3 Johnson & Johnson divisions in our country: Janssen Italia, the pharmaceutical division, J&J Medical for medical devices and J&J Consumer Health.

The production sites of Latina and Pomezia

The strong investments undertaken – over 212 million in the last 5 years – have led to an increase in the economic impact of over 400 million between 2017 and 2020, resources thanks to which production sites have become more efficient and sustainable.

The Latina site, born in 1980, has seen production go from 1.8 billion treatments in 2010 to nearly 5 billion innovative oral treatments planned this year.

Almost all of this production, 150 different preparations for over 50 different drugs, is destined abroad, to



reach patients in over 100 countries around the world, which makes the Latina site one of the most important hubs worldwide, as well as than a flagship in the field of pharmacological innovation.



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Environmental sustainability

Environmental sustainability is also one of the aspects on which J&J efforts have focused most. The Group recently announced that it has signed three different Virtual Power Purchase Agreements in Europe, thus accelerating towards the goal of meeting 100% of its electricity needs from renewable sources by 2025 for all of the group's sites, including those Italians.

The three VPPAs include a mix of wind and solar projects for a total generation capacity of approximately 270,000 megawatt / hour (MWh) of electricity from renewable sources per year.

The use of artificial intelligence has also made it possible to increase the efficiency of the Latina plant, with a reduction of CO2 emissions of 5,100 tons from 2016 to present.

The Pomezia plant, in turn, saw the construction of a trigeneration plant (electricity, thermal energy and cooling energy) which will allow an annual reduction of CO2 emissions of 4,900 tons.

The employment impact

The direct and indirect employment impact counts over 11,400 people. Particularly interesting is the data relating to the roles of responsibility occupied by women: in Janssen, for example, women in management positions are 39%, while at a managerial level 46%, compared to the national average recorded by Manageritalia respectively of 18.3 % and 30%. According to the study carried out by The Hackett Group, more than 3 jobs are supported in the rest of the economy for each directly employed by J&J. Overall, there are over 1,035 local suppliers with whom the various J&J companies have economic relations.

Innovation and clinical studies

Janssen, in particular, has tripled the number of clinical studies conducted in Italy (from 32 in 2017 to 98 in 2020, for a total of 346 centers involved), generating new knowledge for the health system, both public and private, and done by allowing free access to new treatments for patients. The therapeutic areas in which it is also engaged in research in our country are characterized by the presence of particularly disabling pathologies ranging from oncology to hepatitis, from HIV to psoriasis, from pulmonary arterial hypertension to multiple sclerosis. The data is particularly important if compared with a recent study by ALTEMS (High School of Economics and Management of Health Systems of the Catholic University of the Sacred Heart) which shows that for every euro invested in R&D by companies, 2 are generated, 8 savings for the national system.

“This study provides a clear picture of the roots of the Johnson & Johnson Group in Italy and of how, also thanks to continuous investments, we have managed in recent years to generate more and more value in and for our country. A value that is expressed on several fronts: from therapeutic solutions to the efficiency of production processes to reach more and more people with our preparations, to greater attention to the environment through initiatives aimed at energy saving, the reduction of emissions and the management of waste. Another cornerstone of the Group’s value creation is innovation which, in the case of Janssen, sees us constantly engaged in medical scientific research, directly involving Italian patients in almost 100 clinical trials in order to identify answers to the challenges of health. unresolved,”he observes **Massimo Scaccabarozzi**, President of Janssen Italia and Head of External Affairs of Johnson & Johnson Italia. “Let’s not forget, however, that these results are the result of the work of over 11,000 people who, directly or indirectly, work with us, allowing us to contribute to the growth of the country. My thanks go to them”.

The future vision

The belief that pharmaceutical companies can and should have a role in redesigning the health of tomorrow by combining their commitment in drug research, development and production with the design of services has pushed Janssen Italia to implement various experimental projects to promote a better functioning of the health system, with concrete solutions to the problems of patients and health professionals:

- domiciliation of the therapies of the Janssen project in your home, in the context of which we reached patients in fourteen regions of Italy
- Janssen Genia, a platform used in 115 hospitals, thanks to which hospital pharmacists, with artificial intelligence software and through simple voice commands, receive up-to-date information for drug management
- JCare is a project dedicated to Italian oncologists, urologists and radiotherapists to facilitate the use of telemedicine, providing a video-visit service to ensure continuity of care for patients with prostate cancer, in need of continuous monitoring



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Awareness projects

- Fattore J is a project to sensitize 100,000 young people to correct scientific information, to assume responsible behavior for the health of all and to trust in the progress of research for a quality life, and the collaboration with the Censis Foundation for I Cantieri per la Sanità of the future, a contribution to define

the agenda and objectives on which to work today together with the citizens and all the protagonists of the system, for a more efficient, close and accessible NHS, ready to respond to the challenges that await us tomorrow.

- Health4U, a training and orientation program for university careers and the world of work, created by the Johnson & Johnson Foundation, with a focus on the issues of health, well-being and life sciences, promoted in collaboration with the Fondazione Mondo Digitale. The initiative involves over 10 thousand young people throughout the country, and is aimed at Italian secondary school students, to guide them to discover the changes that are transforming the health sector, from new professions to the applications of enabling technologies. The second edition of the project starts on 21 October.

- Janssen has been alongside B.Liver, the guys from Bullone, in the CICATR / CI project since its conception in 2018. Despite the restrictions imposed by the pandemic, there are many challenges faced together and initiatives carried out: the exhibitions in Milan and Catania, the international stage in Amsterdam, the virtual exhibition in 2020. Through a reinterpretation of the icons of classical beauty, the Venus de Milo and Michelangelo's David, the B.Livers have put their scars "on display", inviting everyone to reflect on the fragility of life and not to be afraid to show oneself for what one is but, on the contrary, to tell about oneself and to transform one's vulnerabilities into a strength.

This year Janssen renews its commitment alongside Bullone in the new edition of the "CICATR / CI Milano. The art of restarting" and it does so by also involving its employees, to ensure that they too – engaged in the front line in the fight against Covid – can tell and share their experiences, their emotions and experiences and, like young B .Liver, may they be able to show their wounds and make them a transformative engine for the future.

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Il progetto, nato dalla ormai consolidata collaborazione di Microsoft Italia e **Fondazione Mondo Digitale** si traduce in un percorso di formazione che coinvolge gli attori sul territorio che si occupano di formazione ed erogazione di percorsi sulle nuove competenze all'interno dei contesti metropolitani e non. Si tratta di un'iniziativa strategica per intercettare i giovani e i cittadini che maggiormente hanno bisogno di integrare competenze, approfondire o esplorare ambiti professionali ancora sconosciuti per potersi inserire in modo efficace nel mercato del lavoro.

Il programma si rivolge sia agli operatori dei Centri, che ricevono una formazione sull'uso consapevole degli strumenti digitali per l'orientamento, la ricerca di lavoro e l'autopromozione degli utenti, anche a distanza sia agli utenti finali, ovvero coloro che sono in cerca di occupazione che possono accedere a una formazione modulata su differenti livelli e profili, in modo da intercettare i diversi bisogni, come colmare lacune o potenziare le capacità, e rispondere con percorsi specifici. I corsi sono articolati su differenti livelli di competenze pregresse, con attività gratuite ed erogate in modalità mista (sincrona e asincrona, in presenza e a distanza).

“Con Ambizione Italia per i giovani puntiamo alla creazione di un vero e proprio ecosistema nazionale, capace di costruire reti e alleanze ibride intorno alla sfida delle competenze digitali e del lavoro per tutti, a partire dai giovani e dai più fragili. Perché tutti, nessuno escluso, devono essere messo in grado di poter beneficiare delle opportunità offerte dalla trasformazione digitale e dalle tecnologie abilitanti. La ripresa economica può essere inclusiva e di qualità per tutti” ha dichiarato Mirta Michilli, Direttore Generale **Fondazione Mondo Digitale**

“Trovo importantissima l'alleanza tra aziende, istituzioni e terzo settore per garantire percorsi di qualità che abbiano una risposta concreta e delle ricadute positive nel mondo del lavoro. Solo costruendo una forte sinergia sul territorio e garantendo la piena integrazione tra lavoro e politiche sociali si possono raggiungere risultati concreti. Offrire una formazione adeguata a chi deve cambiare lavoro e riqualificarsi è sicuramente una strada importante da perseguire” ha commentato **Elena Buscemi, Presidente Consiglio Comunale di Milano**

La partnership con Unicredit per velocizzare la trasformazione digitale delle aziende italiane attraverso il reskilling

Microsoft Italia e Unicredit hanno confermato la propria partnership per supportare la crescita delle PMI combinando competenze digitali e finanziarie. Sta partendo proprio in queste settimane la fase pilota di **Together4Digital**, un piano strutturato per sostenere e formare le imprese, fornendo loro competenze, tecnologia, strumenti per una crescita sostenibile, digitale e finanziaria. Le parti si propongono di affiancare le imprese nei loro piani di trasformazione digitale con interventi mirati e strumenti specifici a più livelli: dalla valutazione dell'investimento digitale dal punto di vista finanziario e supporto alla proposta di **soluzioni digitali** tarate sui bisogni e le caratteristiche delle imprese per supportarne la crescita sostenibile passando chiaramente per la formazione delle risorse.

Un ponte tra Università e Imprese, la collaborazione con CRUI per aiutare l'inserimento dei giovani nel mercato del lavoro attraverso una formazione digitale mirata

Microsoft Italia continua la collaborazione con **CRUI**, Conferenza dei Rettori delle Università Italiane e conferma anche per questo anno accademico, ampliandone lo scopo, una iniziativa volta ad aiutare l'incontro di domanda e offerta tra aziende alla ricerca di professionisti del digitale e studenti e neolaureati alla ricerca di un'occupazione: se in una prima fase si sono offerti approfondimenti sulle tecnologie emergenti parallelamente ai percorsi curriculari per sviluppare competenze digitali aggiornate, nella seconda fase gli studenti sono affiancati dalle aziende, viva voce delle esigenze di profili e delle competenze richieste dal mercato del lavoro, così da identificare in modo più mirato i percorsi e rendere gli studenti più pronti e più connessi con le realtà aziendali per future opportunità. Obiettivo dell'iniziativa, contribuire alla riduzione dello skills mismatch, aiutando concretamente le aziende a trovare professionisti con le competenze necessarie e gli studenti a essere competitivi nel mercato del lavoro.

“Il Paese riconosce in questo momento il ruolo centrale del sistema universitario per la ripartenza dell'economia e della società. Questo comporta il dovere, da parte nostra, di dare il massimo per il futuro dei nostri giovani e lo sviluppo delle imprese. La collaborazione tra pubblico e privato, fondata sulla ricerca e sull'innovazione, sarà la chiave di volta per sostenere il cambiamento. Grazie ad iniziative come questa, possiamo individuare più facilmente le priorità sulla base delle quali orientare le attività di formazione e placement ed essere più efficaci rispetto agli obiettivi di sviluppo che ci accomunano” ha commentato **Francesco Cupertino, Rettore del Politecnico di Bari e componente della Giunta Crui**.