



EXECUTIVE SUMMARY

## WiSTEM<sup>2</sup>D

# A Commitment to Catalyzing Change

Case Studies of WiSTEM<sup>2</sup>D Implementation in 2019

Women in...

-  Science
-  Technology
-  Engineering
-  Math
-  Manufacturing
-  Design

**In 2015, Johnson & Johnson launched the WiSTEM<sup>2</sup>D initiative to empower women and girls in STEM<sup>2</sup>D.**

In 2019, FHI 360 visited WiSTEM<sup>2</sup>D partnerships in seven communities to capture their progress.

**One spark can catalyze a movement, a metamorphosis, the momentum for change.**

Global demand for STEM<sup>2</sup>D talent is only growing but there is a worldwide lack of gender diversity in STEM<sup>2</sup>D fields. WiSTEM<sup>2</sup>D aims to change the equation.

In 31 countries, Johnson & Johnson employees volunteer their time to STEM<sup>2</sup>D youth programs that encourage creative, inquiry-driven learning and play that can spark a passion for STEM<sup>2</sup>D in young minds. In partnership with schools and higher education institutions, nonprofit partners, and government agencies, WiSTEM<sup>2</sup>D set out to reach **one million girls by 2020.**

"We are responsible to local communities, and making a commitment means we shall never quit from the community as a principle."

-Johnson & Johnson volunteer





**300+** WiSTEM<sup>2</sup>D events

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more than  
**7.5 Million** students reached

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more than  
**6 Million** girls reached

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nearly  
**2K** employee volunteers engaged

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## WiSTEM<sup>2</sup>D exceeded this goal many times over.

### Positive role models, mentoring and support inspire girls and women to persevere in STEM<sup>2</sup>D.

Promoting women in STEM<sup>2</sup>D professions as role models raises awareness of the possibilities for girls—and provides a template for what it looks like when promise is realized.

### Success in WiSTEM<sup>2</sup>D hinges on unique contributions from each partner—and the special chemistry catalyzed by their collaboration.

Conscientious efforts at building relationships are important for their own sake. They also serve the practical purpose of maximizing the respective expertise of each partner to build more effective programs.

“Thanks for, like, letting us actually experiment!”

-Student

### WiSTEM<sup>2</sup>D builds relationships that resonate—they help volunteers find fulfillment and inspire girls to imagine themselves as members of a global STEM<sup>2</sup>D community.

Committing to WiSTEM<sup>2</sup>D is worth it for busy professionals in the sense of fulfillment and purpose they find as volunteers. Building networks among Johnson & Johnson local operating companies, schools, and nonprofit partners can expand students' horizons and brings them into new environments like labs, offices, and higher education campuses.

“The young kids, it’s great to see how their minds work...They’re brilliant. They really are, and honestly, it’s been fantastic because I’ve met so many wonderful people.”

-Johnson & Johnson volunteer