









EXECUTIVE SUMMARY

WiSTEM²D

A Commitment to Catalyzing Change

Case Studies of WiSTEM²D Implementation in 2019

Women in...

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

In 2015, Johnson & Johnson launched the WiSTEM²D initiative to empower women and girls in STEM²D.

In 2019, FHI 360 visited WiSTEM²D partnerships in seven communities to capture their progress.

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

Global demand for STEM²D talent is only growing but there is a worldwide lack of gender diversity in STEM²D fields. WiSTEM²D aims to change the equation.

In 31 countries, Johnson & Johnson employees volunteer their time to STEM²D youth programs that encourage creative, inquiry-driven learning and play that can spark a passion for STEM²D in young minds. In partnership with schools and higher education institutions, nonprofit partners, and government agencies, WiSTEM²D 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+ WiSTEM²D events

more than

7.5 Million students reached

more than

6 Million girls reached

nearly

2K employee volunteers engaged

WiSTEM²D exceeded this goal many times over.

Positive role models, mentoring and support inspire girls and women to persevere in STEM²D.

Promoting women in STEM²D 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 WiSTEM²D 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

WiSTEM²D builds relationships that resonate—they help volunteers find fulfillment and inspire girls to imagine themselves as members of a global STEM²D community.

Committing to WiSTEM²D 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