

Johnson & Johnson's EARTHWARDS® and Sustainable Business Innovation: New Editorial Series Debuts on CSRwire

A new series of articles will reveal how EARTHWARDS®, Johnson & Johnson's proprietary process, is driving sustainable product innovation across its 250 operating companies within its Consumer Products, Pharmaceuticals and Medical Devices & Diagnostics sectors.

The six-part series, which debuts Feb. 6 on CSRwire, provides interviews with sustainability advocates within the Johnson & Johnson Family of Companies who helped develop the Earthwards® process; brand managers and R&D leaders who collaborate to design greener products; and external CSR experts. Three of the articles are bylined by Johnson & Johnson employees; and three are authored by Aman Singh, editorial director of CSRwire, with each author offering his/her unique perspectives on sustainable product development at Johnson & Johnson.

Earthwards®, which began in 2009, helps product development teams at Johnson & Johnson identify and address a product's biggest environmental impacts. Teams use lifecycle thinking to better understand the areas of greatest impact and to guide how they should focus their efforts.

In part one, Keith Sutter, Senior Product Director of Sustainable Brand Marketing, introduces us to the Earthwards process and gives us a peek into the origins of the program.

For more information, please visit the new Earthwards® microsite.

About Johnson & Johnson

Caring for the world, one person at a time...inspires and unites the people of Johnson & Johnson. We embrace research and science - bringing innovative ideas, products and services to advance the health and well-being of people. Our approximately 128,000 employees at more than 250 Johnson & Johnson operating companies work with partners in health care to touch the lives of over a billion people every day, throughout the world.

06/02/2013