“Patient centricity” Community Activities
Patient centricity

This is a book of stories.

Stories that show our dedication and passion to helping patients and to make a real difference in local communities where we operate.

"Do for Patients" shows that we do a lot more than develop medicines that address unmet medical needs.

As you'll see in the following pages, Takeda employees go beyond the call of duty, dedicating their time and energy helping others in every corner of the globe.

From Japan and the U.S. to Europe and Emerging Markets, you'll read about many impressive corporate citizenship activities that are bringing our mission to life.

While these activities may differ in their creative outreach, reflecting the rich diversity of this company, the spirit remains the same.

We are Global One Takeda, and perhaps nowhere illustrates this spirit better than this book of stories.

Christophe Weber
President & Chief Executive Officer
Do for Patients

Global Programs
Do for Patients
CARE

Supporting a Flying Doctor Service for Underprivileged Patients in Africa (Italy)

Charity Program for the University of the Philippines—Philippine General Hospital Pediatric Cancer Ward Patients (The Philippines)

Supporting Children Undergoing Long-Term Treatment at Hospitals in Areas Affected by the Great East Japan Earthquake (Japan)

Support for San Diego Center for Children (U.S.A.)

Supporting a Program for Child Nutrition (Mexico)

"Life is Good When You Share" Volunteer Activity (Turkey)

American Red Cross Blood Drive (U.S.A.)

Being attentive to the needs of patients to help give them hope
Since 2003, Takeda in Italy has been supporting the Flying Doctors, the airborne medical services arm of AMREF, helping them to realize their medical mission in Africa.

I take pride in Takeda’s support of doctors and surgeons in their true mission: caring for and curing those who need it most, while helping them defeat their illnesses.

Paolo Morelli

Supporting a Flying Doctor Service for Underprivileged Patients in Africa (Italy)
Employees in the Philippines visited 90 pediatric cancer patients of the state-run Philippine General Hospital. They prepared "loot bags" consisting of toys, which came from donations from employees themselves, and brought with them two magicians who simultaneously performed in each ward and a balloonist who gave balloons in different shapes and sizes to the children.

It was indeed a very humbling experience to share time & care to children. Just like giving health & care to our patients.

Tricia Sanchez

Charity Program for the University of the Philippines—Philippine General Hospital Pediatric Cancer Ward Patients (The Philippines)
Takeda Well-Being Program

Supporting Children Undergoing Long-Term Treatment at Hospitals in Areas Affected by the Great East Japan Earthquake (Japan)

The joy of bringing wonder, magic and fun to children’s wards and seeing their faces light up!

Japan Cliniclowns Association
Hiroko Ishii
For the 12th consecutive year, Takeda California employees warmed the hearts of at-risk teens at the San Diego Center for Children by fulfilling gift wish lists.

Support for San Diego Center for Children.

I went into SD center for children to give love and help the children need, but I was the one who was gifted with love and good laugh from them at the end of the day.

Sue Suyeon Choi

Sue Suyeon Choi

Support for San Diego Center for Children (U.S.A.)
Employees in Mexico have been working with Un Kilo de Ayuda (UKA) (One Kilo of Help), an NGO dedicated to fighting malnutrition in disadvantaged children. For the latest donation, held in December 2014, Takeda Mexico donated Ferranina® treatments for six communities nationwide. In addition, Takeda Mexico and UKA organized a drawing contest among the children.

Supporting a Program for Child Nutrition (Mexico)

Today I feel prouder and more committed to our Takeda mission through this great donation project—a project that brings better health to thousands of children suffering from anemia.  

Cecilia Figueroa  

Hoy me siento más orgullosa y comprometida con nuestra misión en Takeda a través de este gran proyecto de donación, en el cual definitivamente brindamos una mejor salud a miles de niños que sufren anemia.  

Cecilia Figueroa
As part of the social responsibility project "Life is good when you share", second-hand clothes were collected and delivered by employees in Turkey to those who need them during the cold winter months.

As Takeda Turkey, we donated second-hand clothes to Istanbul Municipality. One day, when I was waiting at the traffic light, I saw a homeless family and the little girl was wearing one of the clothes that we donated. This hit me and I started to cry with various feelings.

Senem Birim Alp
Do for Patients

WORK

Providing a comfortable environment for patients

- Voluntary Service at the Children’s Memorial Health Institute in Warsaw (Poland)
- Developing a Patient Assistance Program for Cancer Patients (Thailand)
- Collaboration with RESALA to Contribute to the Health of Communities (Egypt)
- Calligraphy and Origami Workshops in Oncology Hospital (France)
- Support to Establish a Prostate Cancer Database (China)

Cleaning up the NPO Family House where sick children and their families can stay (Japan)
Voluntary Service at the Children's Memorial Health Institute in Warsaw, Poland

This is a great joy when you can do something good for the little patients.

Paweł Lewczuk

Employees in Poland renovated and painted a corridor at the hospital for children.

Voluntary Service at the Children's Memorial Health Institute in Warsaw (Poland)
As we all know, there are many poor people in Thailand, and access to medicine is one of the most pressing health issues. As a pharmaceutical company, Takeda cannot help every single patient, but this project can help at least some of them.

Thitirat Chuenjit

Cross functional team from Takeda in Thailand and other department has been working together to identify the optimal set-up for the PAP to help patients get access to their life saving medicine.

Developing a Patient Assistance Program for Cancer Patients (Thailand)
Employees in Egypt have donated books, magazines, toys, clothes, shoes, school bags, stationary, and many other items to support RESALA’s charitable activities. The donations box started its tour at Florida Cairo office and will continue around the rest of the offices in Egypt.

Helping others gives me a sense of purpose in life and inner satisfaction. Putting a smile on the face of the needy is really a good feeling.

Heba Tohamy
In France, Takeda supports a half-day workshop of origami and calligraphy each month in Gustave Roussy (an important and well-known oncology hospital in France). The workshop is run by a Japanese calligrapher, who writes patients' names or does origami together with patients.

One day spent in a French hospital dedicated to cancer treatment—for us: many emotions and goodwill, for patients: recreation and comfort.

Mari Argilon and Catherine Massix
To help improve prostate cancer treatment in China and enhance the standardization of clinical diagnosis and treatment, Takeda China supported the establishment of China's first Prostate Cancer Database (C-CAP) through sponsorship of the China Wu Jieping Medical Foundation.

Good for the treatment of prostate cancer patients and good for medical science development in China. Peter Zhang
Do for Patients

GRANT

Building a brighter future for students by supporting their development

- Supporting Education for Medical Assistants in South Sudan (Italy)
- Support for the Great Britain Amputee Football Team (UK)
- Supporting Ärzte für Afrika (Physicians for Africa) (Germany)
- The Golden Cadres of Medicine Scholarship Program (Ukraine)
I am glad to see how Takeda consistently believes in its values and puts them into effect even through scholarship programs for health professionals in developing countries.

Antonella Volpini
Takeda UK provided the Great Britain Amputee Football team with sponsorship toward the team's participation in the 2014 Amputee Football World Cup in Mexico.

I'm humbled and inspired to see what this team of amputees can achieve - just because someone has lost a limb needn't prevent them from living a full and active life.

Jon Neal
For several years, Takeda Germany has been supporting Ärzte für Afrika, an organization that aims to improve healthcare for people in need in Africa. To raise funds, charity runs are organized all over Germany in which urologists and Takeda employees participate every year. In 2014, Takeda collected 7,500 euros in a single run.

Supporting Ärzte für Afrika (Physicians for Africa) (Germany)
The Golden Cadres of Medicine scholarship program is a long-term social project that has been running since 2008 and is one of the priority areas of the company's social activities. It is focused on supporting students of Ukrainian State Medical Universities and fosters their professional growth.

I hope that my modest contribution to medicine in Ukraine will help patients regain their health.

Natalia Oblakevich
Do for Patients

INFORM

Spreading knowledge worldwide
to support a healthy society

- Participation in a charity event "Coffee Morning" for Cancer Patients (Saudi Arabia)
- The Health Education Fairy Tale Series (Korea)
- Educational Activities for Health Professionals, Patients and their Families (France)
- Organizing "Stroke Camps" with a Stroke Patient Organization (Russia)
- Support for Retratos de Superação Project to Help Cancer Patients (Brazil)
- Free Medical Checkups in the Bekasi Plant (Indonesia)
- Supporting the Donation Bank for stem cells (Germany)
Employees in Saudi Arabia participated in the morning coffee event hosted by the British International School of Jeddah to raise money for the treatment of young people who have been diagnosed with cancer, but are unable to afford the necessary treatment.

Nothing is more rewarding than being part of a team that serves its community and patients. It is even more rewarding doing it with children.

El Hassan Mohamed

Participation in a charity event "Coffee Morning" for Cancer Patients (Saudi Arabia)
The Fairy Tale Series was developed to increase awareness of various diseases and to emphasize the importance of developing healthy habits to prevent such diseases. The books were donated to over 300 libraries and child welfare centers all over Korea.

Judy Lee
Since 2004, Takeda France has supported the French Association of Friedreich's Ataxia (AFAF) through two programs: the Employee Volunteer program and Educational Activities for Health Professionals, Patients and their Families, producing a biannual scientific newsletter as well as a book, called Living with Friedreich's Ataxia.

With this activity, we can be part of the day-to-day life of the patient. It's important to be involved directly with patients when we are working in a pharmaceutical company.

Celine Kauv
Strokes have severe effects both for the patients and their relatives, and so it is important to help them cope. I am very happy to be a part of an initiative to support patients and inform Russians about measures to prevent strokes.

Anastasia Makarova
Takeda Brazil supported a patient association called Abrale, whose main objective was to encourage patients, their families and the teams that work in hospitals treating cancer to take motivational photographs on the theme of overcoming. Eighty pictures were selected for the exhibition in seven cities.

Being part of something special that touches people's lives, motivates me everyday to be a better person.

Bianca Feijóó
Takeda employees in the Bekasi plant worked together with a local clinic to conduct free medical checkups for the community near the plant. A total of 129 people ranging from 4 to 80 years old from the local community attended to take advantage of the program.

Free Medical Checkups in the Bekasi Plant (Indonesia)
Putting patients first by grasping the realities of illness and healthcare

- **Held Event "Tuning into Patients Around the World" (U.S.A.)**
- **Volunteering for the Children Are Us Foundation (Taiwan)**
- **Takeda Meets AMREF (Italy)**
- **Jointly Held with an NPO a Learning Session for Children Undergoing Treatment and their Families as a Takeda-ism Day Event (Japan)**

**Patient Forum on Prostate Cancer (France)**
Takeda Boston held an event that showcased how adherence to our core values can help us achieve what is best for our patients. We heard from Senior Leaders and patients, and enjoyed a very special keynote from the former mayor of Boston, who was also a cancer patient. The extraordinary event ended with a music concert performed by two of the honored patient guests, who were both professional musicians from different parts of the world.

Held Event "Tuning into Patients Around the World" (U.S.A.)
Employees in Taiwan volunteered for the Children Are Us Foundation, an organization that helps disabled people returning to society, transforming their lives. Employees spent an afternoon in their sheltered workshop working to support them.

Helping people brings me happiness and cherish what I have.  

Naya Huang

Volunteering for Children Are Us Foundation  (Taiwan)
In September 2014, AMREF visited the head office in Italy and introduced us to the difficulties involved in bringing medical assistance to rural and disadvantaged communities living throughout East Africa.

Meeting doctors who devote themselves to helping others gives me pride as a Takeda employee. It's an occasion to reconsider life's most important values.

Annamaria Paparella

In September 2014, AMREF visited the head office in Italy and introduced us to the difficulties involved in bringing medical assistance to rural and disadvantaged communities living throughout East Africa.

Annamaria Paparella
Family House is an NPO that provides accommodation for families with children who have serious diseases. Family House staff spoke to employees about how they face children and their families with sincerity as a Takeda-ism Day event at the Tokyo head office.

Vital power of families is the best medicine for children battling illness. I realized our mission is encouraging and charging energy for families in the hard time.

Chika Yano
Join the Dog Walk Benefitting Supporting Breast Cancer Fundraising Group (U.S.A.)

Working together as one to bring smiles to patients' faces

- Takeda Cares Day for Local NPOs (U.S.A.)
- Participated in Relay for Life Event to Support Cancer Patients (Japan)
- Volunteering for Laborers During Ramadan (UAE)
- Educational Play about Children's Health (Korea)
- Projects to Improve Child Nutrition (South Africa)
- Christmas Gingerbread Bazaar for Sick Children (Russia)
- Volunteering around Brazil by Employees (Brazil)
The soul of a company comes out in how it performs — not only how it performs with our patients, but how it performs in giving back to the community. So it’s a real good feeling to work for a company that does things like this.

Richard Czerniak

Takeda Cares Day raises funds for select local nonprofit organizations that support three pillars: health, science education, and community vitality. For the past four years, Takeda employees have had the opportunity to participate in the Takeda Cares Day 5K run or walkathon on the Deerfield campus. In 2014, more than 700 employees raised over $70,000 for local nonprofit organizations.

Richard Czerniak
Participated in "Relay for Life" Event to Support Cancer Patients

More than 100 employees in Japan participated in a "Relay for Life" event held all over Japan. The overnight walking event aims to raise funds for cancer survivors and their caregivers.

A precious opportunity to reconsider the truly important things in life.

Yoshihiko Nagao

Participated in "Relay for Life" Event to Support Cancer Patients (Japan)
Employees in UAE raised funds to cover the cost of 300 Iftar meal boxes to distribute to labor workers during the holy month of Ramadan. These meals were the first and main meal of the day. Takeda volunteers visited camps and distributed the meal boxes personally to the 300 laborers.

I have had the privilege to work with charities supporting orphans, patients and the poor. The look in their eyes tells me, every time, that helping the needy gives one's life value and meaning.

Ahmed Hussein

Volunteering for Laborers During Ramadan (UAE)
Employees in Korea have developed several CSR activities under the theme of Health Literacy and adapted The Wizard of Oz for its educational play to show disadvantaged children the importance of maintaining a healthy lifestyle. Since 2013, the employees' volunteer group have educated more than a thousand children through the program by visiting various child welfare centers.

Surrounded by the bright smiles of the children playing, I found peace in my heart. Seeing them so full of energy and health, I realized the value of life.

J.K. Seo

Educational Play about Children's Health (Korea)
“A BRIGHT FUTURE OFTEN LIES BEYOND THE GLARE OF PRESENT PROBLEMS,“
A day spent investing in the future of the underprivileged youth of SA provides hope and inspiration all around.

BETTER HEALTH: BRIGHTER FUTURE
Kristi le Marquand & Romy Osborne

In South Africa, Takeda supports Africa Food for Thought, an NPO that funds and supplies school and pre-school feeding projects with the aim of improving nutrition. Balloons, bananas, bubbles and Easter eggs were given to the children, whose sheer delight at receiving these items was evident.

Projects to Improve Child Nutrition
(South Africa)
Employees in Russia took part in a Christmas Gingerbread Bazaar arranged by the charity fund Life Line to raise money for children with severe conditions in need of expensive medical treatment.

Ekaterina Yureneva

It was a valuable experience and very touching to see how many Moscow office employees participated in the event. I am truly proud that "Gingerbread Magic in Takeda" helped to raise money for these highly technical, expensive surgeries, and each of us successfully contributed to a healthy future for children!

Ekaterina Yureneva

Christmas Gingerbread Bazaar for Sick Children (Russia)
Almost 240 employees volunteered for work that benefited more than 1,250 people in 24 cities from the north to the south of Brazil, bringing better health by teaching children to brush their teeth and wash their hands.

It's an amazing experience when children show in their actions and in their eyes that they are thankful.

Marcos Barboza

Volunteering around Brazil by Employees (Brazil)
Global Programs

Takeda Initiative

The Takeda Initiative is a donation program that supports the Global Fund to Fight AIDS, Tuberculosis and Malaria (the Global Fund), in particular building the capacity of healthcare providers in Africa to treat these three major infectious diseases. The 10-year program runs from 2010 to 2019 and Takeda contributes ¥100 million a year. Most of the funds are directed toward Global Fund projects in Tanzania (malaria), Nigeria (HIV/AIDS), and Kenya (tuberculosis).

HERhealth

In partnership with Business for Social Responsibility (BSR), a global association of member companies for CSR, Takeda has been supporting HERhealth program - an initiative addressing the pressing social need for women's health awareness and services in developing and emerging countries. In 2015, Takeda is particularly involved in enhancing factory health clinics in Bangladesh as a pilot program and it aims to expand its activities into Vietnam, Indonesia, Cambodia, and Kenya.

IDEEL* Program

In partnership with the international NGO Project HOPE, Takeda has been supporting the expansion of International Diabetes Educator E-Learning (IDEEL), an online diabetes educator course. From 2012–2013, Takeda supported the development of the program in India, and from 2013–2015 supported the program in Spanish-speaking countries, mainly Mexico. It is hoped that the number of trainees in the program will reach 2,000 by the end of June, 2016.

In details of each program, please visit our website below; http://www.takeda.com/access/
Helping as many patients as possible live each day in better health.
Just imagine what each and every one of us can achieve.