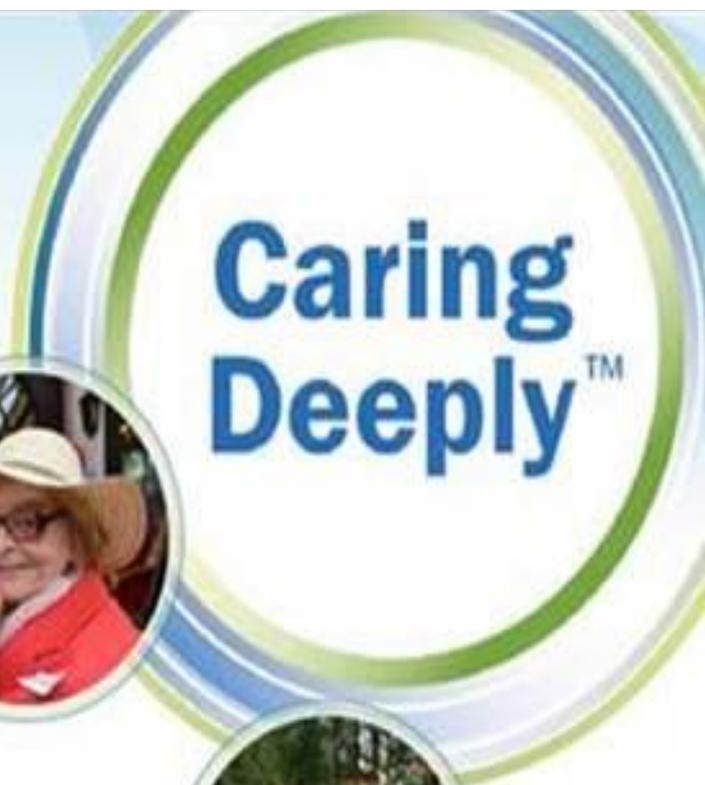




2015 European Conference on
Corporate Volunteering

Implementing a Global Volunteer Program Across Multiple European Markets

1 September 2015 – Carolyn Lüönd, Senior Manager, Public Affairs



Providing Meaningful Benefits by Caring Deeply

Through excellence in all that we do, Biogen will become the most effective and most admired company in the biopharmaceutical industry, providing meaningful benefits for patients and exceptional value.



- Founded 1978 in Geneva
- A world leading Biotechnology Company
- Focus on Neurology, Hematology, Immunology
- Strong Global Footprint with offices in 30 countries and 7,500 employees

Corporate Citizenship: Improving Lives



Patients

Advocacy Relations

Awareness/ Education
Research Collaborations
Patient Groups Support

Energy & GHCs

Net Zero Carbon Footprint

- We are now a carbon neutral company, having effectively neutralized all the carbon emissions associated with our business

Society

Hemophilia Donation

We've pledged, in partnership with Swedish Orphan Biovitrum AB (Sobi), to donate 1 billion international units of clotting factor therapy over the next 10 years to humanitarian aid programs dedicated to raising the standard of care for people with hemophilia in the developing world.

Foundation

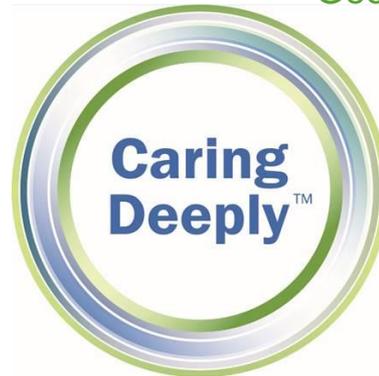
- Signature STEM partnerships aim to engage underserved youth and promote hand-on learning opportunities including programs with: Teach for America, Citizen Schools, and the World Biotech Tour
- International Grants Program brings the hope for positive social change worldwide, with grants awarded to the Science Lab in Germany, Experimentarium in Denmark, and Technorama Swiss Science Center in Switzerland.

Biogen Care Deeply Employee Volunteer Day



*“.....**Caring Deeply** – one of the most fundamental beliefs of Biogen. It influences what we do, how we operate, why we exist at all. It’s reflected in the business of the company and who we are as individuals”*

George Scangos, Biogen CEO, 24th June 2015



Biogen Care Deeply Employee Volunteer Day – How It All Started



Initial Mission and Purpose:

To create a day of service which allows our employees to give back to the communities in which they live and work



Our First Year:

- Roll out in conjunction with HQ and RTP (both USA) in the three largest Biogen locations in EU:
 - ✓ England
 - ✓ Switzerland
 - ✓ Denmark
- 500 volunteers involved (Globally)

“The Care Deeply Day experiences motivate me to do my job better.”

Biogen Care Deeply Employee Volunteer Day – Initial Challenges



Challenge 1

- Managing local expectations and unique understanding and perceptions of philanthropic engagement

Challenge 2

- Taking an initiative with US design and focus and making it resonate with local expectations

Challenge 3

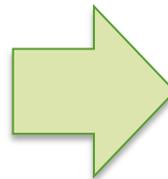
- Making Care Deeply Day an essential part of our business DNA – in the US and in Europe

Biogen Care Deeply Employee Volunteer Day – Learnings and Innovations



Lessons Learned:

- 1 – Local champions; local contact
- 2 – Allow it to grow over time
- 3 – Engage affiliate reps as liaisons to global team



Challenges overcome and Innovations Implemented:

- 1 – Presentations at European Leadership Team meetings, transfer ownership
- 2 – Creation of Care Deeply 'Rep' to coordinate Event at local level
- 3 – Facilitated meetings to share goals and challenges

Biogen Care Deeply Employee Volunteer Day – Today



Overview of Care Deeply Day 2015 – how it has grown from a local, 300 volunteer event to the largest philanthropic initiative Biogen does on an annual basis.

2 in 1 Projects





**Caring Deeply.
Changing Lives.**

