



At Crucell we are working hard to translate our commitment to Corporate Social Responsibility (CSR) into action.

This desire led to the creation of Footprint, Crucell's exciting CSR outreach program which offers groups of Crucell volunteers the opportunity to participate in development projects in disadvantaged communities.

The second group of seven participants, drawn from various

Crucell sites and departments worldwide, has returned safely from Bangladesh. During their trip, from Monday June 14th 2010 to Friday June 18, 2010, they visited Friendship, an NGO which identifies and reaches the poorest of the poor and the most marginalized communities in Bangladesh.

Below you can read the Footprint team's daily blog and learn all about their Bangladesh experiences.

Sunday, June 13th Crazy Dhaka

Hi everybody, We will update you daily about the (travel) experiences of our Footprint trip to Bangladesh. After a long journey, for some over 20 hours, we all arrived safely in Dhaka. Dhaka is a 'crazy' city. Over 140 million people live in the capital city of Bangladesh. And every day 10.000 people from the rural areas come to find a job. The traffic is unbelievable. Where we use indicators, the cars, buses and rickshaws here use their horns. The volume of traffic is immense and it is a miracle that we did not have an accident.



Today, Sunday, we met with the Friendship staff, amongst others with Runa Khan, Director of Friendship. An incredibly passionate woman who is doing her utmost - together with her great staff - to improve the lives and health of people in the northern part of Bangladesh. Since 2001 the organization has treated over one million people!

Visiting Friendships office in Dhaka. In the middle Runa Khan, Director of Friendship.

Tomorrow, we will travel up North (270 kilometers) to Gaibandha where we will visit an EPI (Extended Program of Immunization) center. Our bags have gone by bus on a six hour journey. We will fly by sea plane if we do not exceed the weight limit of 520 kilograms. Speak to you later.



Sea plane to Gaibandha



Footprint team waiting for sea plane flight to Gaibandha



Travelling by country boat



Footprint team on tour

Monday, June 14th Incredible Gaibandha

We had an incredible flight to Gaibandha, a province in northern Bangladesh, to visit a char by sea plane.

What an experience! It took us about an hour to get to the remote area. The car that left early morning took 7 hours, just to give you an idea how difficult it is to get to this area. Some children already spotted us in the air, and when we landed on the water it was like the whole village had come over to welcome us. Children waving and jumping up and down, mothers with babies in their arms welcoming us by nodding and (elderly) men standing at the back taking in the scene. It was truly amazing!! The children guided us through the fields and were laughing and running along, they were so excited! And we were following at a slow pace. We are unfortunately not made for 40 degrees and such a humid climate.

First we visited an EPI center. A group of mothers and their newborns were waiting patiently to have their children vaccinated. Several vaccines were given to the newborns, of which amongst others Quinvaxem®, measles and polio. Since April 2010 over 200 children are vaccinated with Quinvaxem® at this EPI center. This may seem like a small amount, but if you look at the area where we are at the moment, it is a huge achievement! And some mothers were given a tetanus vaccine. Later on this week we will visit another clinic. Then we will hear and hopefully see more about the cold chain process. Secondly we visited a Friendship school. Children (age 5 - 12) are following classes every day for 3 hours.

The Friendship Primary Education Program is set up in such a way that the education is the same in all districts in which Friendship is working and supporting the chars. In total Friendship has 53

primary schools across Bangladesh. The children are incredibly disciplined, and enjoy their education. Proudly they stated their name 'my name is ...' and sang us a Bangladesian song.

We ended our day visiting the Emirates Friendship Hospital (EFH). A floating hospital, sponsored by airline Fly Emirates, founded in November 2008 and where since then over 72.000 patients have been treated, focusing on eye surgery, dental care and public health. Nowadays the hospital staff, consisting of 2 doctors, 3 nurses and 3 paramedics treat over 200 patients a day between 09h00 and 17h00. One of the doctors gave us a tour of the boat and let us watch an eye surgery (of course behind glass).

Next to the EFH is a guest boat, including 8 rooms. And that's where we will sleep the coming three nights. On the water, no airco and underneath a mosquito net. Welcome to Bangladesh! Incredible Bangladesh.



Emirates Friendship Hospital (EFH)boat



People waiting outside the EFH to get treatment(EFH opens at 9 AM)



Karen Corcoran talking to EFH technician



Alexandra Haworth and local doctors



A real eye surgery



Guest boat where we slept

It's Monday night, 23hr45. We go to bed and can't wait for another exciting day tomorrow.

Tuesday, June 15th Tmorning was hot, hot, hot.his

We left by ambulance boat to a char called 'Khamar Bashpata', approximately an hour from our house boat. We visited Friendships project 'Primary Education Program'. Upon arrival 90 children welcomed us by means of singing national songs and demonstrating counting exercises.



Children performing morning songs and country exercises



Kids drawing the Footprint logo around their feet



Visit on of Friendships projects 'Primary Education Program'



Child writing down his name



Footprint team attending Friendships project 'Vocational Training Program'



Children excited to pose for our camera

Both are carried out each morning before class. It was moving!

We then visited 3 classes individually and handed out some small gifts, including candy, color sets, rulers and balloons. We asked the children to draw the Footprint logo by drawing around their feet. Also we taught them a 'blowing a kiss game'. They loved it, and so did we.

Khode hafiz (Bye for now)

Wednesday, June 16th Morning

Hi everybody,

After a very interesting morning visiting Friendship's Primary Education Program, we went back for lunch to our house boat. The morning was so incredibly hot, that a quick shower for some was required.

In the afternoon we visited several other Friendship programs:

1. Access to a better life program; a rural social education that provides the char dwellers with rightsbased awareness and organizes resources. The designated village (char) is provided with training on poverty alleviation and civil education. 2. Vocational training program; an integrated development approach for adolescents and adults focusing on e.g. agriculture, life stock and manufacturing. The aim is to develop their skills in such a way that it will be beneficiary for the local community of that char. 3. Integrated development program; this program is currently supporting six chars (islands) focusing on health*, education, skill development and human rights. The char we visited yesterday (6000 people, three kilometers wide) has a 100% coverage. We also visited a school (120 children in the age of 5 to 12) and joined a community meeting, in which men and women updated Friendship officials on their progress, issues and desires. Sitting on the floor, underneath some trees, we were also given the opportunity to ask the community some questions. It was great to hear that the program is fully supported and that many of them already pass-on the message to other chars. *By means of a satellite clinic; a small boat visits the char every week carrying a team of one paramedic, one health educator and a nurse for these remote chars (islands). Unfortunately (child) vaccination is not taking place here. Hopefully the government will decide to do so in the near future. To give you an idea: yearly 100 babies are born (95% of the women give birth on the char) without the support of a midwife. Sadly 7% of babies die, and 4% of the women don't make it after giving birth.

Around 18h00 we got back to the boat, inspected our rooms for bugs, and enjoyed a lovely meal.

Afternoon

At this very moment, we are on a boat on our way to visit the second Extended Program of Immunization(EPI) and Friendship's family planning and nutrition program. It will take us over two hours to get there.

This afternoon we will meet local government officials to hear and see how they handle the distributio and cold chain of Quinvaxem®. It will be another busy yet interesting day!



Training in land management, banking & basic maternity skills



Integrated development program



Visiting char



Footprint team preparing food for char children

Thursday, June 17th

Hi all,

Here's an update of our experiences yesterday. After a great morning, in the afternoon, we visited another EPI center on a different char. Also, here, we were welcomed by the entire village. At the EPI center we were met by an assistant inspector of the health department of the district of Gaibandha. He introduced us to his technician handling the vaccines. He pointed out that each month, 30 newborns receive vaccination, of which 6 get the Quinvaxem® vaccine. It was a great experience for us to see our product, Quinvaxem®, being used in the field.

After the char visit we took the boat to the mainland to meet the Civil Surgeon of the Gaibandha health department who oversees the EPI program in the region. We went into his office where he was seated behind a massive desk. We felt as if we were in the principal's office. We were offered a selection of Bangladesh foods which were mostly not cooked, boiled or peeled :-). During the meeting we were able to ask questions, though it was difficult to really uncover the reality of the challenges faced by this EPI program.

We were also given the opportunity to see the storage rooms where the refrigerators for vaccines are kept, including Quinvaxem®. When we got back to the house boat, we had another lovely dinner and said goodbye to the entire staff of the hospital boat.

We are now (Thursday) on our way to Dhaka. It will be a long ride. It will take us about 7 hours to get there.



Cold chain case



Government supervisor (left) and vaccination doctor during EPI session

Friday, June 18th

Hi everybody,

Our last blog of a great and inspiring Footprint trip.

Yesterday we woke up around 05h00 to depart for Dhaka. We first went on an ambulance boat approximately 30 minutes in a Southerly direction. After a journey of 11 hours (normally 7 hours) we arrived at our hotel in Dhaka late evening. It was a long journey with terrible traffic. Some of us thought it would be better to fall asleep, some placed their hands in front of their eyes and others were giving point on how traffic was passing us by or approaching from the other side. You will probably understand that after such a long journey we were all quite tired so we had an early dinner, watched a world championship game on tv, and went to bed.

This morning we enjoyed our last breakfast together and we will be doing some shopping later on. Alexandra is the first one to fly back home. Vuokko, Laura, Karen, Ammer and Annet will all fly together on their first flight to Dubai. Jason will depart from the hotel at 23h30 to Dhaka Airport.

Runa Khan, the director of Friendship, is truly amazing! The way she expresses her feelings, demonstrates her passion (in the office, but also on the chars), and her ability to surround herself with staff members that all want help improve the lives of the people in Bangladesh is admirable. Her organization, consisting of 350 employees, is in our opinion a unique NGO that is making a huge difference. When we met Runa on the first day she said something striking: ‘When I hope, I hope logically’.

And that’s exactly what Friendship is doing. By implementing education, healthcare (including vaccination), family planning, sustainable (infrastructure) development step by step on the chars, Friendship is making the difference.

We had a fantastic, inspiring, moving and interesting week. One we will never forget! Sign up for the Footprint program, you will love it!



Watching a world championship game



Visiting a local market to buy some fabrics

Experience Footprint Team members visiting Bangladesh

Dear colleagues,



Crucell's second Footprint team has safely returned from their trip to Bangladesh. We hope you enjoyed reading the blog and reviewing the pictures on the Global Intranet.

We asked all Footprint team members to write about their experience. You can read their comments below.

JongKuk (Jason) Pak, Marketing & Sales repr. (Kuala Lumpur):



When I arrived on the Char (island in the river), my first impression was that time stopped in this area several decades ago. People in the Char were very 'down to earth' and the children were lovely, but it did not take a long time for me to realize that their development is lagging behind due to their geographical location. They need support for selfreliance and I can understand why Friendship focuses on such areas. After this trip, I could not forget the words of Mr. Ehsanul, the Director Operations of

Friendship: 'The people living on a Char do not feel unhappy. They do not have anything to compare their day or lives with. If they go to the city for a better life, they will end up as a rickshaw driver and their life will be miserable as they do not have proper education and/or sufficient skills to find another job'. Yes, who can say living in the city is better? But they still need at least education, healthcare and vocational training and I feel happy that our Crucell Footprint program can contribute toward those activities. If I have a chance to visit Bangladesh again, I believe I will see change and progress on the Chars. And, last but not least. When I saw babies getting Quinvaxem® vaccination in the field, I was so proud!

Ammer Harylallsingh, Facilities (Netherlands): It was a great trip. It exceeded all my



expectations and I'm very proud that Crucell selected me to join this trip! I enjoyed meeting colleagues from different sites. Also the people from Friendship were simply great. They showed us so many projects and they took the time to explain everything to us. I really enjoyed it! Thanks Crucell!

Vuokko Hoglin, Senior Analytical Specialist (Sweden):



It was very inspiring to meet Mrs Runa Khan, the woman who established Friendship. Her ideas and effectiveness in organizing the aid projects, her compassion for the people on the Chars and her fantastic vision of a better and sustainable life for all strongly appealed me. She has managed to gather a team of skilled people who have both experience and engagement and who share her passion and vision. And they have already come far on their long journey: we saw babies getting vaccinations, happy school

children and people on Chars who are becoming more and more prepared to survive their normal life and the regular floods. Friendship educates them regarding their human rights in the society as well. I'm truly glad Crucell sponsors Friendship: the organization really does a marvelous job of helping the Char people in need. We can make the difference!

Laura Cano, Quality Control (Spain):



I lived one of the most beautiful experiences of my life, thanks to Crucell. I have no words to express what I felt during this trip, everything was wonderful: the organization, the people, the children, everything... Also, I am so happy to have met really great colleagues from other countries. Once again, I will never forget this trip! I recommend the experience to everyone!

Karen Corcoran, Medical Affairs Manager (Switzerland):



The week in Bangladesh was very informative and I very much appreciated the opportunity to see the challenges of delivering healthcare to the remote areas of this country. The Friendship organization is doing very good work although it is clear much remains to be done to impact the many underserved people in this country. There were many obstacles to providing healthcare and specifically vaccination that we were able to witness first hand. I was particularly pleased with the opportunity to witness two

vaccination days delivered by the EPI and in particular to see our pentavalent being used. As we go forward with our development projects for Quinvaxem®, it will be very useful to have this knowledge and experience to bring to bear on our work. In the days ahead I look forward to sharing our experiences with my colleagues here at Crucell.

Alexandra Haworth, Marketing Manager (UK):



I went into this experience really not having a clue what to expect..... and it was amazing! The cliché term of a ‘once in a lifetime opportunity’ is really the only way I can describe my experience in Bangladesh. I feel incredibly lucky that I got to visit the Chars (islands) and also a little sad that I will probably never get to go back. The people in Bangladesh are warm and open – they welcome you in, even when the language barrier is huge. One group of ladies insisted that I stand out of the sun and took me to a shaded area where I was asked questions about myself (through a translator). Did I have children? – no. Was I married? – no. How old was I? – 28. Aghast stares met me! Girls on this island are married by 12-15 years and if you are not married by 20 then you probably never would be. I could understand their horror and I tried to explain that in my culture it was acceptable not to be married. Such a very different world to the one we live in!