

“We believe in improving international understanding, and we commit ourselves to promote the exchange of ideas and techniques, by participating actively in non-political national and international activities with the objective of improving the global business climate.”

— *This We Believe*





Our role as leaders in sustainable facility care and in the broader arena of sustainable business practices carries with it the responsibility and privilege of establishing vital partnerships with government agencies, nongovernmental organizations and industry groups. We believe these partnerships are an essential means by which we share our expertise and draw on the value that results when creative, passionate people unite their talents toward common goals.

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An underwater photograph showing a vibrant coral reef. The water is clear and blue, with various types of coral and several colorful fish swimming around. The lighting is bright, highlighting the textures of the coral and the colors of the fish.

# Partners in Stewardship

Safer Detergents Stewardship Initiative honors JohnsonDiversey as “champion” in environmental protection program

Leveraging the talents and expertise of our professional partners is an essential component of JohnsonDiversey’s industry leadership in sustainable business practices. Collaborating with government agencies, suppliers, nongovernmental organizations, and industry groups enables us to drive sustainability thinking throughout our industry, and to set the stage for greater progress than we could achieve alone.

A significant case in point is our leadership in the Safer Detergents Stewardship Initiative (SDSI) of the U.S. Environmental Protection Agency. The SDSI is part of the EPA’s Design for the Environment program. It recognizes companies that voluntarily commit to the use of safer surfactants in cleaning and detergent products. Safer surfactants are those that quickly break down into nonpolluting compounds, helping protect aquatic life.

2,250

**TONS** OF APEOs WE  
ELIMINATED FROM OUR PRODUCTS,  
PREVENTING THEM FROM  
ENTERING THE ENVIRONMENT



“We especially appreciate the leadership role JohnsonDiversey played in the development of the SDSI program. Through its participation in the council, JohnsonDiversey was a catalyst for the creation of a program to recognize companies that use safer detergents in product formulations.”



— Barbara Stinson  
Senior Partner  
Meridian Institute

JohnsonDiversey took the lead in the use of safer surfactants when we voluntarily discontinued the production and sale of products that contain alkylphenol ethoxylates (APEOs). APEOs, including nonylphenol ethoxylates, are known to be toxic to aquatic life and may disrupt the endocrine system. Use of APEOs is not regulated in the United States, but we opted to take them out of our products worldwide, beginning in 2004, because the evidence is clear that they harm the natural environment. APEOs have since been banned in Japan, and in some countries in Europe, and Canada is strengthening its regulation of products that contain APEOs.

But making the change ourselves was not enough. We worked with the EPA

and other stakeholders in the National Pollution Prevention and Toxics Advisory Council to develop recommendations to the EPA that led to the SDSI program, which encourages manufacturers and users to phase out these dangerous chemicals.

“We especially appreciate the leadership role JohnsonDiversey played in the development of the SDSI program. Through its participation in the council, JohnsonDiversey was a catalyst for the creation of a program to recognize companies that use safer detergents in product formulations,” said Barbara Stinson, senior partner of the Meridian Institute, an organization hired by the EPA to facilitate the SDSI Advisory Council.

As part of the SDSI, JohnsonDiversey has been recognized as a “champion,” the highest level of recognition afforded through the program. It is granted to those businesses that have demonstrated that they use only safer surfactants in their products and have documented a strategy to ensure that safer surfactants will be used.



The U.S. Environmental Protection Agency recognizes JohnsonDiversey’s contributions to the Safer Detergents Stewardship Initiative at a conference attended by JohnsonDiversey’s Vice President of Global Environmental Sustainability & Regulatory Affairs, Dr. Bob Israel (center).

## JohnsonDiversey sponsorship enables critical water resources research

Preserving the earth starts with understanding our natural resources, and no resource is more precious than the world's water. JohnsonDiversey has made a substantial commitment to supporting water conservation and ecosystem preservation through its sponsorship of two major scientific projects conducted by the World Wildlife Fund and The Nature Conservancy to map the earth's freshwater resources and species.

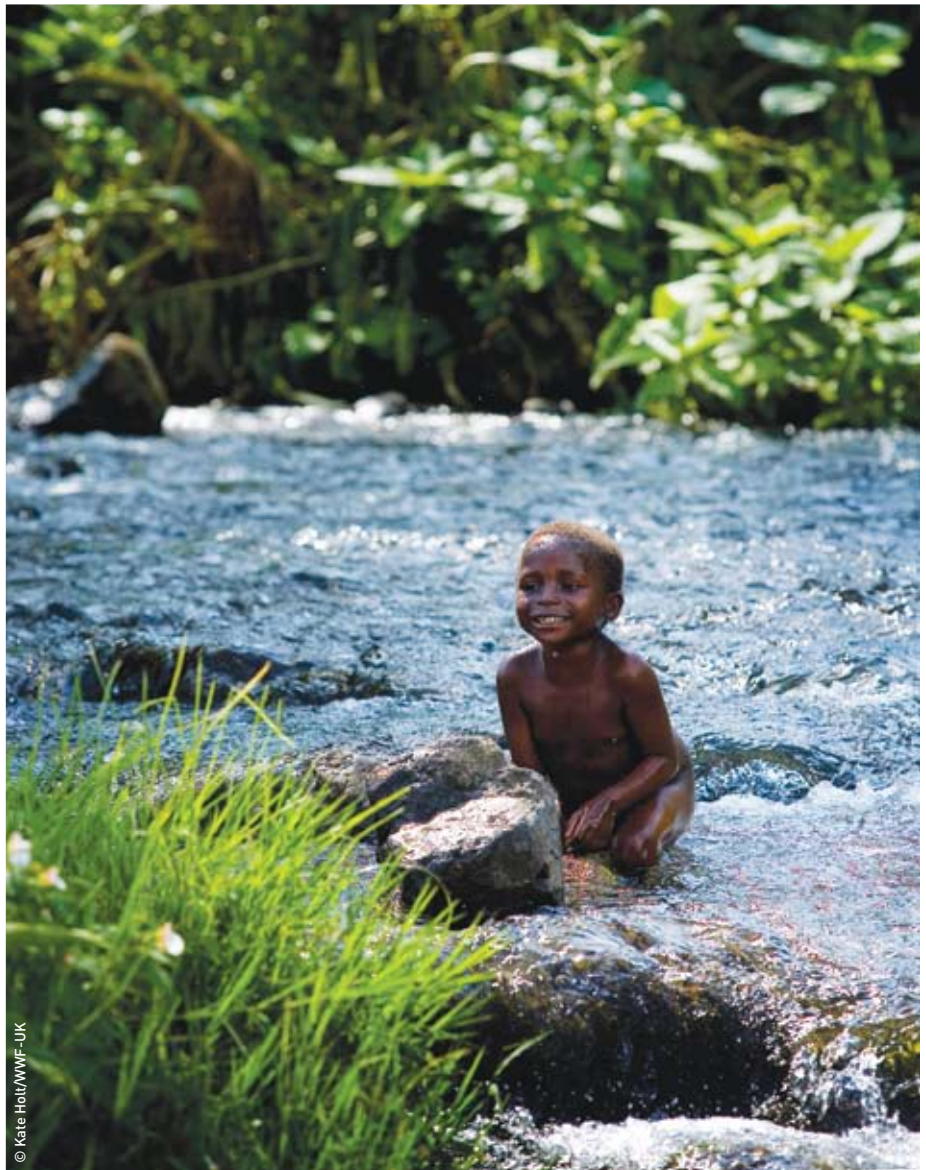
Freshwater ecosystems face great perils worldwide, yet few large-scale conservation plans have ever targeted the protection of freshwater biodiversity. In part, the lack of attention to freshwater habitat protection has been due to a lack of comprehensive worldwide data. The new Freshwater Ecoregions of the World project is a substantial and important step in closing the gap and enabling greater understanding of freshwater ecoregions and the need to conserve them. It brings together distribution data from scientists around the world on freshwater species and assesses threats in all of the world's 426 freshwater ecoregions. The project is the result of a collaboration between the World Wildlife Fund and The Nature Conservancy.

"Water is one of the most strategic natural resources in world," said JohnsonDiversey Chairman Curt Johnson, a member of the World Wildlife Fund Board of Directors. "I'm excited to see how the World Wildlife Fund is using its expertise to foster better understanding of freshwater

supplies and improved protection of the world's water resources."

The four-year HydroSHEDS project, an ambitious global hydrographic mapping effort, was also made possible with major funding from JohnsonDiversey. HydroSHEDS uses data from NASA

to create a detailed, digital map of freshwater channels around the world. The radar-derived data from a space shuttle mission is 100 times more detailed than anything previously available, and the maps make it possible to conduct hydrologic analyses anywhere in the world.



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A child plays in a river that flows out of Virunga National Park, near the provincial capital of Goma, in the Democratic Republic of Congo. The Congo River system supplies essential freshwater ecosystem services to millions of people. A program sponsored by JohnsonDiversey with the World Wildlife Fund significantly improved information about the world's freshwater systems and their water resources.



“The work JohnsonDiversey has made possible is critical to the understanding of the world’s water resources and to our ability to work with agencies worldwide to establish sustainable conservation plans that protect water and wildlife.”

— Robin Abell  
Senior Freshwater Conservation Biologist, Conservation Science Program  
World Wildlife Fund - United States



A WWF Field Hydrologist measures the water quality of a spring in the Sierra de las Minas, Guatemala.

HydroSHEDS created the most detailed and accurate maps to date of all the world’s freshwater channels, including uninhabited regions that contain some of the most diverse, intact freshwater habitats on the planet.

The data from both projects is available on public Web sites to help scientists, students, policy makers, nongovernmental agencies and concerned citizens better understand the earth’s water resources and biodiversity. The maps and databases created through these key projects facilitate additional knowledge sharing and research into freshwater ecosystems, including freshwater climate change adaptation and water security for nature and humankind, according to Robin Abell of the World Wildlife Fund.

The scope and clarity of the data provided through these projects is a substantial improvement over the tools scientists previously had available to understand and assess freshwater systems, and the intricate relationships between freshwater resources and the human and wildlife species that depend on them.



A nomad fills a water vessel in Air, Niger.

## Alliance helps drive change in facility management and maintenance

JohnsonDiversey is a charter member of the Alliance for Sustainable Built Environments. The Alliance is a group of manufacturers acting as catalysts for change, delivering products and services that help customers establish and maintain high performance green buildings.

The Alliance was established in 2003 to help provide decision makers with information about choices that will make facilities economically and environmentally sustainable.

This group of eight premier international companies educates senior management and facility operators about the impact of the built environment on people who occupy buildings and on the natural environment, and helps drive healthier, more environmentally sustainable choices in facility management.

The Alliance also has established strategic partnerships with organizations involved with driving sustainability practices within their



### Alliance for Sustainable Built Environments

business sectors. These include partnerships with Hospitals for a Healthy Environment and the International Facility Management Association.

For information about the Alliance, visit [www.greenerfacilities.org](http://www.greenerfacilities.org).

## Supplier evaluations help drive improved sustainability practices

JohnsonDiversey has launched a Results Driven Supplier Development program as a tool for extending our partnerships with our suppliers. The effort is intended to drive sustainable business practices in our own operations and to support our suppliers in their efforts to become more sustainable.

We began the process by surveying our top suppliers about 12 key aspects of their sustainability platforms. The responses to these surveys will help us evaluate suppliers based on the degree to which they have embraced sustainability practices throughout their operations, and the manner in which those practices support our commitment to product life cycle management.

The survey evaluates suppliers in areas such as waste generation and recycling efforts, water management, energy management, carbon dioxide emissions, customer programs for sustainability, and compliance management.

The sustainability scores will provide additional data to JohnsonDiversey as we evaluate suppliers' bids and will help us identify areas for further partnerships. Evaluating supplier sustainability profiles is a critical element of our Global Strategic Sourcing Initiative, which is improving our supply and managing our costs through more strategic supplier relationships.

**12**  
WE SURVEYED OUR  
TOP SUPPLIERS ABOUT  
12 KEY ASPECTS OF  
THEIR SUSTAINABILITY  
PLATFORMS:

- Waste generation
- Waste recycling
- Water consumption
- Wastewater generation
- Wastewater COD
- Energy use
- Greenhouse gas emissions
- Other environmental parameters
- Targets or goals for improvement
- Products or services that improve health, safety, environmental impacts
- Compliance auditing
- Environmental regulations compliance



## JohnsonDiversey and JIFSAN provide food safety training to producers and exporters

Since 2005, JohnsonDiversey has partnered with the Joint Institute for Food Safety and Applied Nutrition to provide safe food handling training to food producers, exporters and regulators, as well as academics and educators in Latin America and Asia Pacific countries to improve the quality of food exported to the United States.

Together with JIFSAN, which was established by the University of Maryland and the United States Food and Drug Administration (FDA), JohnsonDiversey

has provided Good Agricultural Practices and Good Aquacultural Practices training 15 times in 10 countries.

In 2008, we trained industrial producers and academics in Bangkok, Thailand; Bogor, Indonesia; San Jose, Costa Rica; and Comayagua, Honduras.

The program helps to control disease, protect the environment, assure food safety, and enhance living standards for seafood farmers, such as those in Vietnam to whom we presented it first in 2006.



## Certifications and Affiliations

JohnsonDiversey believes in the value of third-party, independent certifications for our products and systems. We also are involved in the work of many organizations committed to sustainability.

### BUILDING CARE CERTIFICATIONS



Nordic Swan



Green Seal



EU Flower



GREENGUARD Environmental Institute



USGBC LEED-EB



ISO 14001  
ISO 9000  
OHSAS 18001



Eco Mark



Eco Logo

### ASSOCIATIONS AND AFFILIATIONS



AISE Charter Member



British Institute of Cleaning Science



Go Green Schools



Global Environmental Management Initiative



EPA's Design for the Environment



Alliance for Sustainable Built Environments



Healthy Schools Campaign



World Wildlife Fund



Hospitals for a Healthy Environment



U.S. Green Building Council



Product Sustainability Roundtable



Climate Savers



Joint Institute for Food Safety and Applied Nutrition



International Committee of Food Retail Chains



International Association for Food Protection



Safe, Quality Food Institute