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We collaborate with thought leaders around the world to promote a sustainability mindset within our industry and to advocate for a cleaner, healthier future. We've established vital partnerships with government agencies, non-governmental organizations and industry groups. We share our expertise and draw on the value that results when creative, passionate people unite their talents toward common goals.



A woman collecting water from the river that flows from the Rwenzori Mountains, Kasese District, Uganda. Climatic change has resulted in the water levels dropping considerably. Today, higher incidence of floods bring rocks and debris, which is changing the direction of the river.



Our commitment:

Global Water Roundtable will establish water stewardship standards

Our product innovations and expert consulting services help our customers use water more efficiently. But we know much more needs to be done to address the world's most critical conservancy issue. That's why we made a four-year, \$1 million grant to the World Wildlife Fund (WWF) to establish the Global Water Roundtable.

The Global Water Roundtable will take a pragmatic approach to addressing water stress, river pollution and declines in freshwater wildlife species. The best minds in science, government and industry are working together to establish and test rigorous, realistic water stewardship standards — a powerful new tool to improve the way water is managed. Their work will produce a clear set of standards and a certification system that will recognize and reward enterprises and organizations that effectively manage their water use and minimize its impact on people and the environment.

"Diversey's grant is the key enabler we needed to get this work under way," said Andrew Murphy, who heads the roundtable for the WWF. "The Global Water Roundtable is bringing all the major stakeholders together to build consensus on water stewardship standards. It is a critical opportunity to create real change and enable fair and sustainable management of freshwater resources."

The Global Water Roundtable is being organized by the Alliance for Water Stewardship, whose members include the WWF, the Pacific Institute, The Nature Conservancy, Water Witness International, The Water Stewardship Initiative, the Water Environment Federation and the European Water Partnership.

The Global Water Roundtable will tap the WWF's proven experience in bringing together key leaders from business, government and organizations around the world to set water conservation standards. WWF's previous roundtables have addressed several challenges in aquaculture and agriculture production.

The roundtable process will address the effects of poor water management which are unique to each individual watershed and how its water is used.

"Water stewardship can seem deceptively simple, if you reduce it to the idea that you're simply managing the quality and quantity of the world's water," Murphy said. "What science has shown is that it is incredibly complex, affected by factors as varied as the time of year, the location where water is withdrawn, whether other actors upstream or downstream are using the water and a host of other issues. That is why it is so important that we bring together all the major players to get a global understanding of what the standards need to be and to test those standards in real environments."

→ Global Water Roundtable: continued

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> ANDREW MURPHY, HEAD OF THE GLOBAL WATER ROUNDTABLE FOR WWF

Research to date already has shown the critical need for rigorous, achievable water stewardship standards. According to WWF research, scientists around the world “know that many of the world’s rivers and lakes



Local woman rowing a boat on a branch of the Mekong river near My Tho, south Vietnam.

are polluted or running dry, resulting in a lack of access to clean water for drinking and sanitation and a serious decline in freshwater species. Current demand for water from cities, agriculture and industry is already unsustainable in many regions and is predicted to increase in coming years. These threats are compounded by climate change, which is profoundly impacting global water resources.”

That body of research and ongoing studies around the world will provide crucial proving grounds for the work of the Global Water Roundtable. The group’s first task will

be to build consensus on the key effects of poor water stewardship and establish core principles and criteria that will form the foundation of performance-based water stewardship standards. The roundtable will also work on regional and sector-specific processes that will affect the standards. As the standards development progresses, testing of the measurements and objectives can be integrated into ongoing research projects in watersheds and sectors around the world, to ensure that the final standards are both realistic and challenging.

For Diversey, helping establish the Global Water Roundtable is a natural progression of our collaboration with industry and thought leaders around the world to drive a sustainability mindset in business and to advocate for a cleaner, healthier future. It is also an extension of other partnerships we have built with the WWF and other leading organizations to support water research and stewardship.

→ We supported the establishment of the Freshwater Ecoregions of the World project, a substantial research project enabling greater understanding of freshwater ecoregions and the need to conserve them. The project together with distribution data from scientists around the world on freshwater species and assesses threats in all of the world’s 426 freshwater ecoregions. It is a collaboration between the WWF and The Nature Conservancy.

→ We provided major funding for the four-year HydroSHEDS project, an ambitious global hydrographic mapping project that 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 any data previously available, and the maps make it possible to conduct hydrologic analyses anywhere in the world. 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. Diversey continues to support the WWF Foundation Science program.

→ We helped the U.S. Environmental Protection Agency (EPA) establish the Safer Detergents Stewardship Initiative (SDSI) as part of the EPA’s Design for the Environment program. The SDSI 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 non-polluting compounds, helping protect aquatic life.



Natural Capitalism Solutions reviews Diversey sustainability platform

We rely on partnerships with leading global organizations to challenge us in our efforts toward integrating sustainability thinking into every aspect of our operations. We invite some of the best minds in sustainability to examine what we do well and what we can do better.

In 2009, we asked Natural Capitalism Solutions to review our sustainability efforts. Internationally recognized for its work in sustainability, Natural Capitalism Solutions is led by Hunter Lovins, who has more than 40 years of experience in business, sustainability and change management and is coauthor of "Natural Capitalism: Creating the Next Industrial Revolution."

The sustainability professionals at Natural Capitalism Solutions conducted a 360-degree review of our sustainability platform. They spent two months talking with our customers, suppliers, employees and partners. Their report focused in three areas:

- the world and corporate context in which we operate, including the business case for integrated sustainability;
- their impressions of our business and our opportunities to improve our sustainability position;
- a plan and philosophy to consider as we move forward.

Following this review, members of the Natural Capitalism Solutions team reviewed the results with Diversey's Sustainability Advisory Council. This in-depth discussion of the firm's findings generated both Diversey's strengths and highlighted recommendations and new challenges for further integrating sustainability into its corporate strategy.

Surveys examine suppliers' sustainability

Our commitment to sustainability affects every aspect of our business. That's why we are partnering with our key suppliers to understand their sustainability platforms and identify ways that we can collaborate for a cleaner, healthier future.

We conducted a detailed survey with 12 of our strategic suppliers in the Americas and Europe, the Middle East and Africa regions of our business. The survey group included chemicals and packaging suppliers as well as third-party manufacturers. A cross-functional Diversey team developed the survey to capture essential information in seven key facets of sustainability:



- Health and Safety;
- Regulatory Compliance;
- Environmental Impact;
- Hazard Assessment/
Life Cycle Assessment;
- Human Rights;
- Business Ethics;
- Sustainability Reporting.

We scored each supplier's responses against those seven categories, then analyzed the data to identify potential areas for improvement or collaboration. Our objective is to work with our suppliers to reduce the overall impact of our operations, our customers' operations and our suppliers' operations on the environment and on human health and safety.

The results identified some immediate opportunities for improvement. We partnered with one supplier to increase the load efficiency of their shipments to result in fewer shipments per year and a consequent decrease in greenhouse gas emissions. In another case, we worked with a supplier to decrease the amount of plastic used in containers and to ensure that waste plastic generated during container production is recycled back into the production process.

Encouraged by the success of the pilot project, we are planning an expansion of the survey to include additional strategic suppliers.

We also are making the survey a standard part of our Requests for Proposals when we are seeking information or bids from prospective suppliers.

Smart Way program encourages energy-efficient transport



Diversey is the first company in our industry to be accepted into SmartWay Transport, a collaboration between the U.S. Environmental Protection Agency and freight shippers. The program is designed to improve energy efficiency, reduce greenhouse gas emissions, cut air pollution and improve energy security.

Through SmartWay, we agreed to quantify our environmental performance through the Freight Logistics Environmental and Energy Tracking (FLEET) Performance Model, to improve our score over a period of three years, and to ship at least 50 percent of our goods through SmartWay-certified, fuel-efficient carriers.

Among our continuous improvement efforts are:

- increasing the volume of intermodal transport by using rail to cover part of the shipping distances for our products;
- working with carriers to use insulated blankets to protect our products from freezing, rather than burning fuel to run on-board heaters;
- asking our carriers to turn off truck engines at the docks rather than idling;
- encouraging our carriers to become SmartWay partners and to evaluate the operational and environmental advantages of better shipping practices.

Food Safety survey identifies risks, opportunities for the next decade

Our customers rely on us to help them deliver safe food to their customers — from processing plants to retail outlets, restaurants and hotels. For a decade, we have worked as a trusted partner with key players in the food industry to help develop global standards for food safety. Just as important, we've continuously looked for ways to anticipate and address emerging issues.

In a crucial step toward helping the entire industry understand those emerging issues, Diversey sponsored a comprehensive survey that gathered the expertise of worldwide leaders in food-related industries as well as governing and regulating bodies and non-governmental organizations. The key finding of the survey: Within the next 10 years, issues affecting food safety, environmental protection and business sustainability will merge and, collectively, will comprise a foremost concern among consumers.

Serban Teodoresco of Preventa Inc., a Diversey consultant and leader in food safety risk management, presented the survey findings at the 2010 Global Food Safety Conference in Washington, D.C.

The conference, hosted by The Consumer Goods Forum, celebrated 10 years of progress in improving food safety management and focused on future trends and continued development of global standards. The Consumer Goods Forum represents about 650 retailers, manufacturers, service providers and other stakeholders across 70 countries. It was established in June 2009 when CIES – The Food Business Forum merged with the Global Commerce Initiative and the Global CEO Forum.

The Global Food Safety Conference was attended by about 670 people. Their interest in the research was telling: nearly three quarters of the conference participants registered to attend the panel discussion at which we presented the survey findings.



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The presentation, "Emerging Issues in Food Safety – Where will we be in 2010?" included perspectives from Teodoro as well as:

- John Lamb, Senior Agribusiness Advisor, Rural & Sustainable Development, The World Bank;
- Bob Gravani, Professor of Food Science at Cornell University;
- Dave Edwards of NSF-CMi, a widely known food assurance and certification body.

Diversey President and CEO Ed Lonergan opened the presentation. Lonergan emphasized the critical link between sustainable business practices and food safety. The two issues have to be managed in tandem, he said, "because the resources we use are scarce and we're going to find ways to use less of them in our processes."

The 37-question survey provided a framework for experts to share ideas on emerging issues in food safety and food production. Among the key findings in the survey responses were:

- 81 percent of respondents said they agreed (53 percent) or agreed strongly (28 percent) with the statement that food safety will become integral to sustainability.

- Respondents identified the three top food safety issues for 2020 as:

- > biological risks and microbial safety
- > supply chain risks
- > chemical or physical contaminants

- 64 percent of food safety problems will occur on farms and other agricultural sites (32 percent) and in food processing facilities (32 percent). Food service operations (14 percent) and food retail stores (7 percent) are expected to pose lower levels of risk. The remainder of the risk is expected to be in private homes (13 percent) and in the transportation of food (2 percent).

- Respondents were about evenly divided on the question of whether intentional contamination (such as bioterrorism) will pose a more substantial risk than accidental contamination of food by 2020.

- 69 percent of respondents said they believe availability and access to safe food will emerge as a major political and economic threat to international security within the next 10 years.

Diversey is continuing to use the data to build stronger partnerships at every stage of the food supply chain and to drive stronger food safety standards worldwide.

The survey data and other information will form the basis of a book to be released at the 2011 Global Food Safety Conference in London. The book will offer a roadmap for food business professionals to manage food safety effectively and efficiently in the context of environmental, economic and population changes. It will be a companion volume to the book released at the 2010 conference which reviewed improvements in food safety management in the past decade.



Diversey joins global leaders in calling for a clean economy



At Diversey, we take seriously our leadership responsibilities as global citizens. That's why we are among 19 of the world's top companies to ask civic leaders to agree on a global climate deal and set ambitious targets to reduce global greenhouse gas emissions.

We partnered with the World Wildlife Fund to call on the G8 leaders to "Let the Clean Economy Begin."

"Traditionally, governments give businesses environmental targets," said Oliver Rapf, head of WWF Climate Business engagement. "This time, many of the world's leading companies are already ahead on the issue, and are urging governments to deliver a strong framework to reduce CO₂ emissions globally."

Reducing global greenhouse gas emissions is critical to a healthy world economy as well as a healthy planet, we and our partners told national leaders.

Our partners in the Clean Economy campaign are our fellow members of the elite Climate Savers program spearheaded by the WWF. They include Johnson & Johnson, Nike, Lafarge, The Collins Companies, Sagawa, Xanterra Parks & Resorts, Catalyst, Novo Nordisk, Tetra Pak, Sony, Nokia, Spitsbergen Travel, HP, Nokia Siemens Networks, Sofitel, Fairmont Hotels & Resorts, Elopak and National Geographic.

Webinar shares guidance on sustainable building care

Diversey sponsored a free, hour-long Webinar on improving the environmental footprint of sustainable buildings.

"Building a Sustainable Future" provided facility managers worldwide with fresh insights on the market impact of "green" buildings and the importance of sustainability in the current business environment. The focus was on trends in improving the environmental impact of commercial buildings.

During the Webinar, Diversey President and CEO Ed Lonergan addressed our own experience and that of our customers in integrating sustainable thinking into today's business environment. Diversey's strategy and its sustainability platforms are one and the same, Lonergan said, not separate factors in the operation of the business.

"Embracing sustainable thinking has proven to make good business sense," Lonergan said. "The way we in the business community are approaching sustainability is evolving.... We've talked a lot in the last number of years about a triple bottom line. I think we are moving away from that paradigm — the idea that we must balance decision making around people, planet and profits implying that they might be mutually exclusive. I think we're seeing now the shift across the world to an integrated bottom line approach where sustainability is operationalized into all aspects of business planning. We see that in our own company and in many of our customers around the world."

The integrated bottom line, he explained, includes growth from such factors as improved brand value,



customer relationships, and talent recruitment and retention as well as cost management from reduced operational costs resulting from better management of factors including energy, water, waste, compliance, health, labor and liability.

Many businesses that have adopted an integrated approach to sustainability are performing well despite the global economic downturn, Lonergan said, and will see even better results as the economy improves.

“I think as the economy recovers, we’re going to see that those businesses that invested in sustainability principles and processes will be in a better position to outperform their peers in the new economy,” he said.

A second presentation in the Webinar featured new research on the effects of the U.S. Green Building Council’s LEED (Leadership in Energy and Environmental Design) program. Robert Watson, editor of GreenerBuildings.com and a “founding father” of LEED provided an integrated assessment of the effects of several LEED standards on land, water, energy, material and indoor environment. Watson has been hailed by economist Thomas Friedman as one of the world’s best environmental minds.

“Green buildings are the only bright spot in the construction market” in the current economy, Watson said, citing the most recent studies of LEED buildings. “As the market seas got a lot rougher, people looked for something that would help them weather the storm.”

Watson said 2009 was a record year for LEED certifications worldwide, with more square feet of space certified in 2009 than in all previous years combined. Projects outside the United States represent about 25 percent of all LEED certified buildings, and that segment of the market is growing, he said. Organizations outside the United States also have established comprehensive certification standards similar to LEED and those certifications significantly increase the number of buildings that have been built or retrofitted to green standards, he said.

“There is no doubt that LEED has and will continue to make an environmental impact in a positive way,” he said.

LEED standards will contribute to substantial reductions in the carbon impact of buildings by 2050, he said, and will contribute to a 30 percent reduction of water use in nonresidential facilities by 2030. The standards are continuing to evolve to become more rigorous.

The Webinar was hosted by GreenBiz.com, the flagship site of Greener World Media, the only mainstream media company in the world focused exclusively on the advantages of sustainability in business. Participants registered for the seminar from more than 50 countries.

GreenBiz.com®



Diversey helps customers improve human, environmental and financial impact



Diversey partnered with the Turkish Hoteliers Federation and other leading suppliers to the lodging industry to establish the White Star program.

In Turkey, we helped hoteliers post a nearly 12 percent improvement on 10 critical environmental metrics. We led the establishment of the White StarSM program, a systemized approach to evaluating and reducing the environmental impact of a hotel or resort operation. We have worked with the Turkish Hoteliers Federation to assist premier lodging facilities in meeting the demands of tourists seeking out sustainably run lodging. Since its inception, White Star has certified 41 four- and five-star facilities through White Star audits. Up to 20 more hotels are expected to be certified this year. The audits align with the ISO 14001 environmental management standard, the European Union Ecolabel standard and other internationally recognized criteria. To be certified, hotels must meet at least 65 percent of the standards and have continuous improvement plans in place. Certified hotels are re-audited every six months to assess their environmental impact and assure continuous improvement toward more sustainable operations.

We've expanded our widely recognized White Lily[®] program for restaurants to include certification of food establishments at resorts in Turkey. We also added microbiological food analysis to the certification process, enhancing the value of the audit for restaurant customers and for restaurateurs alike. The microbiological analysis not only broadens the scope of the audit, it also enables restaurants that pass the audit to comply with legal regulations governing Turkish restaurants. The White Lily program enjoys high levels of customer awareness throughout Turkey, among residents

and international travelers alike. Diversey food safety experts audit restaurants for compliance with the internationally recognized HACCP (Hazard Analysis and Critical Control Point) food safety principles. A restaurant that passes the rigorous audit earns White Lily certification, which includes marketing materials that advertise the restaurant's high levels of food safety protection to prospective customers. According to a recent survey, 55 percent of respondents said they knew of the White Lily program in Turkey. Of those:

- 77 percent said they preferred to dine in White Lily-certified establishments; and
- 63 percent said they would suggest that others look for White Lily icons when selecting restaurants.

In the U.K., we organized a sustainability seminar for distributors in partnership with the Cleaning and Hygiene Suppliers Association. Held at our Customer Centre in Northampton, the seminar outlined the positive contributions sustainability practices make to human health and well-being, ethical corporate practices and business profitability as well as environmental conditions. Diversey's Ed Roberts addressed our product life-cycle approach, which examines the impact on people, planet and profits for every phase of product life from design through manufacture, use and disposal.



Certifications and Affiliations

Diversey 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.

THIRD-PARTY CERTIFICATIONS



Eco Mark



Eco Logo



EU Flower

GREENGUARD
Environmental Institute

Green Seal



Nordic Swan

ISO 14001
ISO 9000
OHSAS 18001

USGBC LEED-EB

Certification through third-party organizations varies by product and by country.

ASSOCIATIONS AND AFFILIATIONS

AISE Charter
MemberBritish Institute of Cleaning
ScienceWWF
環境保全
Defensores do Clima
クライメート・セイバーズ
Climate Savers

Climate Savers

EPA's Design for
the EnvironmentGlobal Environmental
Management InitiativeGo Green
Schools

Green Biz Executive Network

Green Chemistry &
Commerce CouncilHealthy Schools
CampaignHospitals for a
Healthy EnvironmentInternational Association
for Food ProtectionInternational Committee
of Food Retail ChainsJoint Institute for Food
Safety and Applied NutritionProduct Sustainability
RoundtableSafe, Quality
Food InstituteU.S. Green
Building Council

World Wildlife Fund