

JohnsonDiversey: Social Responsibility Focuses on Cleaner, Healthier Future

JohnsonDiversey
Clean is just the beginning



Company name: JohnsonDiversey
Location: Sturtevant, Wisconsin
www.johnsondiversey.com
Founded: 2002
Scope: Global
Employees: 11,500

As a leading global provider of cleaning and sanitation solutions to schools, the company was inspired to find ways to invest in schools and children worldwide.

Photo Caption: JohnsonDiversey employees participate in the annual "Clean Hands" day to help children understand the vital role of good hand hygiene for health.

Sustainable businesses place great value on the goodwill and health of the communities in which they operate. At JohnsonDiversey, merely providing financial support to worthy causes, although critically important, is not enough. The company believes its people must also give of themselves.

The centerpiece of JohnsonDiversey's social responsibility commitment is its Global Children's Initiative. As a leading global provider of cleaning and sanitation solutions to schools, the company was inspired to find ways to invest in schools and children worldwide. The Global Children's Initiative, established five years ago, connects the passion and creativity of employees with the needs of the world's children.

The company's operations around the world "adopt" schools in impoverished communities. The activities in each school are tailored to the needs of the community.

For example, since the inception of the program, JohnsonDiversey employees have:

- Donated storybooks for toddlers in China and Singapore;
- Repaired outdoor play equipment in the Czech Republic;
- Installed play facilities at a refugee camp in Denmark;
- Provided eyeglasses to children in Morocco;
- Cleaned and refurbished an orphanage in Russia;
- Donated time to interacting with severely handicapped children living in a group home in South Africa;
- Raised money and donated bicycle helmets for children in schools in Vietnam and Thailand, saving several youngsters from severe head injuries in accidents; and

- Built washrooms in Kenya and Malaysia.

The two activities common to all the Global Children's Initiative sites: an annual "facilities day" when employees donate their time and talent to make improvements at the schools; and an annual "Clean Hands" day, when they donate hand soap dispensers, as well as expertise and creativity to help children understand the vital role of good hand hygiene for health.

JohnsonDiversey has worked with the World Forum Foundation to identify schools in need of help near locations where the company has operations.

The World Forum Foundation is devoted to promoting an ongoing global exchange of ideas on the delivery of quality services to young children in diverse settings. In an effort to provide continuous improvement, JohnsonDiversey has worked with the World Forum Foundation on a variety of projects for nearly a decade.

"JohnsonDiversey's commitment goes beyond giving money to a cause. The program they have created builds direct connections between their employees and the children, and as such serves as an example to other organizations looking to make a difference in the communities where they do business," said Roger Neugebauer, chief operating officer of the World Forum Foundation.

While the activities vary from location to location, year to year, they have a vital common denominator: the interaction of JohnsonDiversey employees with the children and staff of each school.