

“APCO is our partner because they provide us with **great service** and **great value**. We continue our partnership with APCO for many reasons, but primarily because they **deliver for us time and time again.**”

Charles A. Harvey
vice president
diversity and public affairs
Johnson Controls

Johnson Controls

THE CHALLENGE

Johnson Controls is a global company committed to developing comfortable, safe and sustainable environments for the places where people live, work and travel. With over 150 locations and 140,000 employees, the company required a philanthropy program that would complement its global footprint and bring diversity, environmental sustainability and leadership development opportunities to local communities where it operates.

THE SOLUTION

APCO leveraged its extensive philanthropic strategy design experience, program management expertise and worldwide offer to assist Johnson Controls in the development of a global signature program, the Conservation Leadership Corps (CLC). APCO conducted comprehensive research to identify a strategic partner to deliver the program, selecting the Student Conservation Association as the ideal environmental NGO with strong roots in communities across the United States. Starting in Milwaukee, the location of Johnson Controls' corporate headquarters, the CLC program was offered to a diverse group of urban youth through summer employment that provided hands-on experience to build their leadership and environmental stewardship skills, while also enhancing the landscape of parks across their community. APCO also helped the company build key partnerships with private and public organizations, local dignitaries and media to ensure recognition and long-term sustainability of the program. With the successful roll-out of this pilot project, APCO assisted Johnson Controls to expand this model to Baltimore and Detroit. Building on the achievements in the North American market, APCO identified strategic partners to help the company implement a CLC program in the United Kingdom, Germany, Mexico and China. Partners were selected on their ability to deliver the CLC mandate, while also meeting the specific needs of local communities.

THE RESULT

APCO helped Johnson Controls build a signature program that is recognized for its measureable impact on developing youth and building stronger, sustainable communities; assisted in expanding the CLC internationally; and enhanced the company's relationship with key influencers by demonstrating its commitment to good corporate citizenship in the communities where it operates.

Since 2005, APCO and Johnson Controls have partnered on a wide range of programs, including a global employee volunteer program, the Clinton Climate Initiative, sustainability reporting and many strategic communication initiatives throughout North America, Europe and Asia.

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