

150 years

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# Nachhaltige Entwicklung Herausforderung in der Unternehmenspraxis

RASMUS – Symposium (Hochschule Darmstadt) | 1.10.2015

Dirk Voeste, Sustainability Strategy



# Key assumptions

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Sustainability will not go away  
Risks and opportunities at the same time  
Business as driver for sustainability



# We create chemistry for a sustainable future.

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We add value as one company.



We innovate to make our customers  
more successful.



We drive sustainable solutions.



We form the best team.

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# Our sustainability approach consists of five major levers

**Strategy &  
organization**

**Assets &  
operations**

**Business &  
innovation**

**Employees &  
engagement**

**Stakeholder  
& commu-  
nication**



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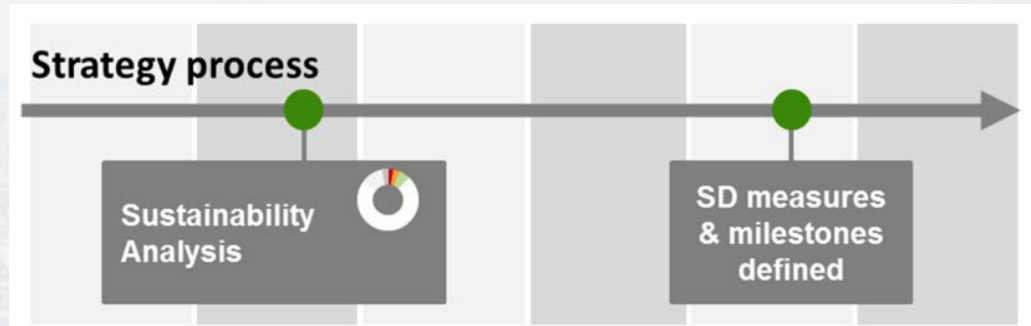
**Business &  
innovation**

**Employees &  
engagement**

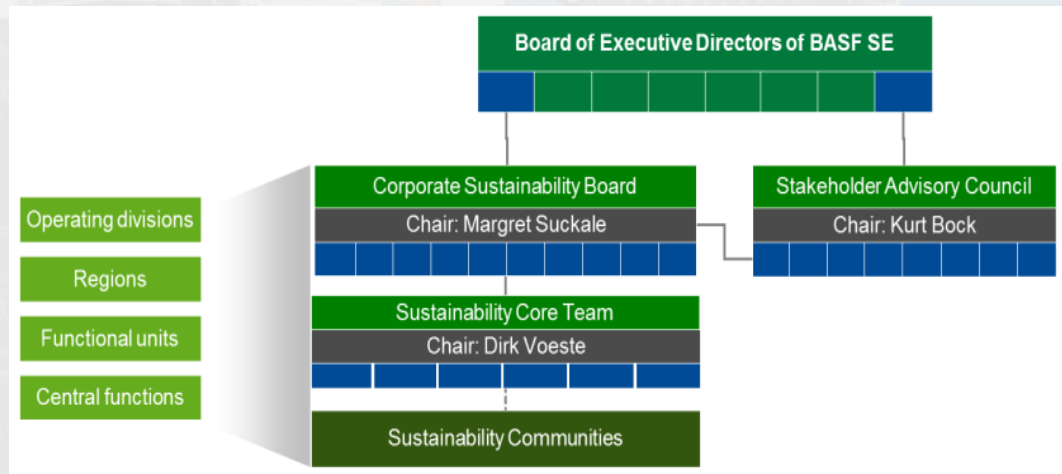
**Stakeholder  
& commu-  
nication**

# We integrate sustainability in our core management systems

Sustainability integrated in our business strategies



Sustainability anchored in our organization



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# We establish goals to address sustainability along the value chain





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# We screen all assets and investments for relevant sustainability improvements

Sustainability  
Team



Division

## Sustainability statement

- Evaluates fit with sustainability strategy & criteria
- Identifies sustainability opportunities or risks
- Suggests improvements

## Result

Improved sustainability in investments, financial assets and real estate



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# Green Sense<sup>®</sup> Concrete Technology

## Eco-efficient concrete optimization

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- Reduced carbon footprint
- Formulations with recycled materials
- Less production costs

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# Integrated process

## Shortened automotive coating process

- Reduced energy use
- Less material consumption
- Cost savings





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# Precious metals recovery

## Doubled capacity for catalyst recycling

- Higher production throughput
- Efficient recovery/ recycling of platinum group metals
- Faster metal returns for customers



# We implement active sustainable portfolio steering

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## Sustainable Solution Steering™

- Specific for industries and regions
- Structured approach
- Focus on application
- Pragmatic, interactive, scalable

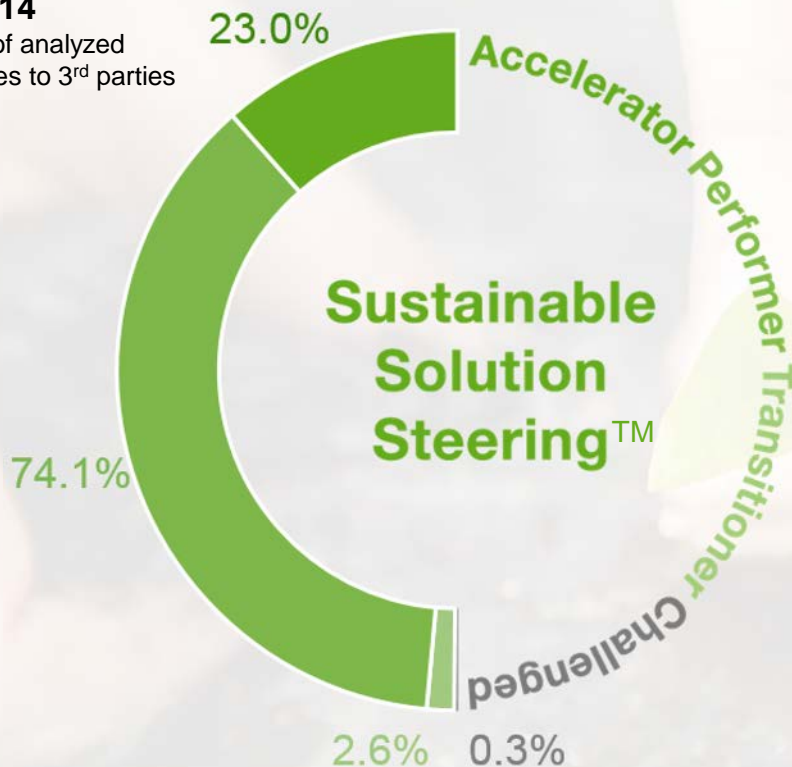


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# We categorized all our products into four categories

**2014**  
% of analyzed  
sales to 3<sup>rd</sup> parties



Substantial sustainability contribution in the value chain

Meets basic sustainability standards in the market

Specific sustainability issue which is actively addressed

Significant sustainability concern identified and action plan in development

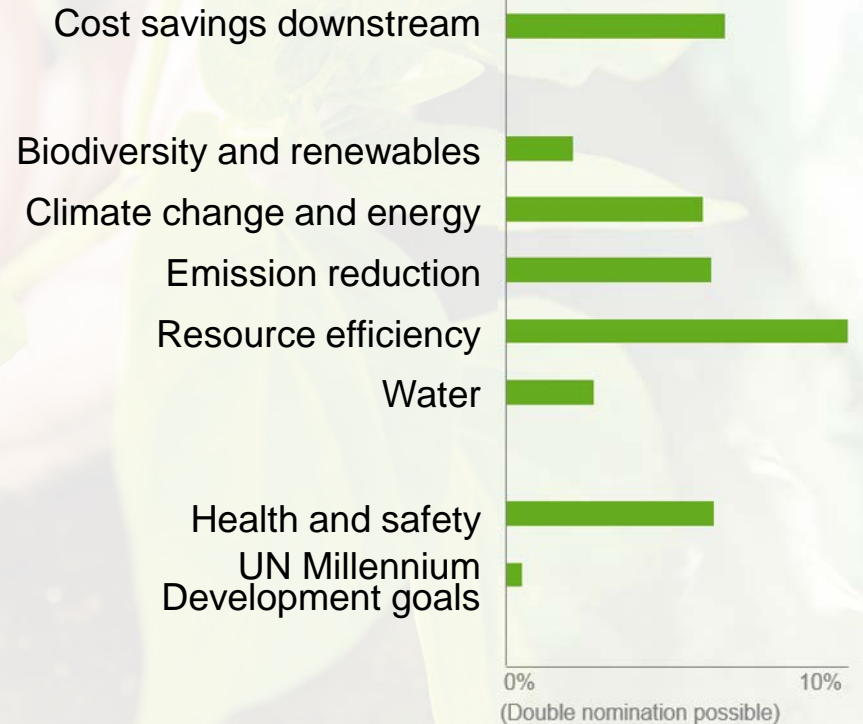
Our goal: Increasing the sustainability contribution of our solutions

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# We categorized all our products into four categories

**2014**  
% of analyzed  
sales to 3<sup>rd</sup> parties



> Consistent method from R&D to commercial solutions



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# By 2020, we will increase the sales share of Accelerators to 28 %

**28%**

## Accelerators ...

- ... outgrow their markets
- ... meet the sustainability needs of our customers
- ... are driven by our power to innovate

**Sustainable  
Solution  
Steering™**

Accelerator Performer  
Transitioner  
Challenged

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# We used Sustainable Solution Steering™ to launch entirely new Accelerators



## Example: Paper coating

- 1 Identification of “Challenged” polyfluorinated substances (environmental concern)
- 2 Development of **action plan**: start of research project
- 3 Launch of “Accelerator” recyclable Epotal® SP-101 D and biodegradable ecovio® paper coating



**Resource efficiency**



**Renewables**

› We will develop action plans for all Challenged solutions by end of 2015



# Responsible application of Nanomaterials in the market

150 years



Resources, Environment & Climate      Food & Nutrition      Quality of life

## Chemistry as enabler

Key Customer Sectors							
	Transportation	Construction	Consumer Goods	Health & Nutrition	Electronics	Agriculture	Energy & Resources
Growth Fields	Batteries for Mobility	Heat Management	Enzymes	Medical Solutions	Organic Electronics	Plant Biotechnology	E-Power Management
	Lightweight Composites					Functional Crop Care	Wind Energy
Technology Fields	<b>Materials, Systems &amp; Nanotechnology</b>						
	Raw Material Change						Water Solutions
			White Biotechnology				

Creating value

Reducing risk

> We assess benefits and risks of nanomaterials case-by-case for applications

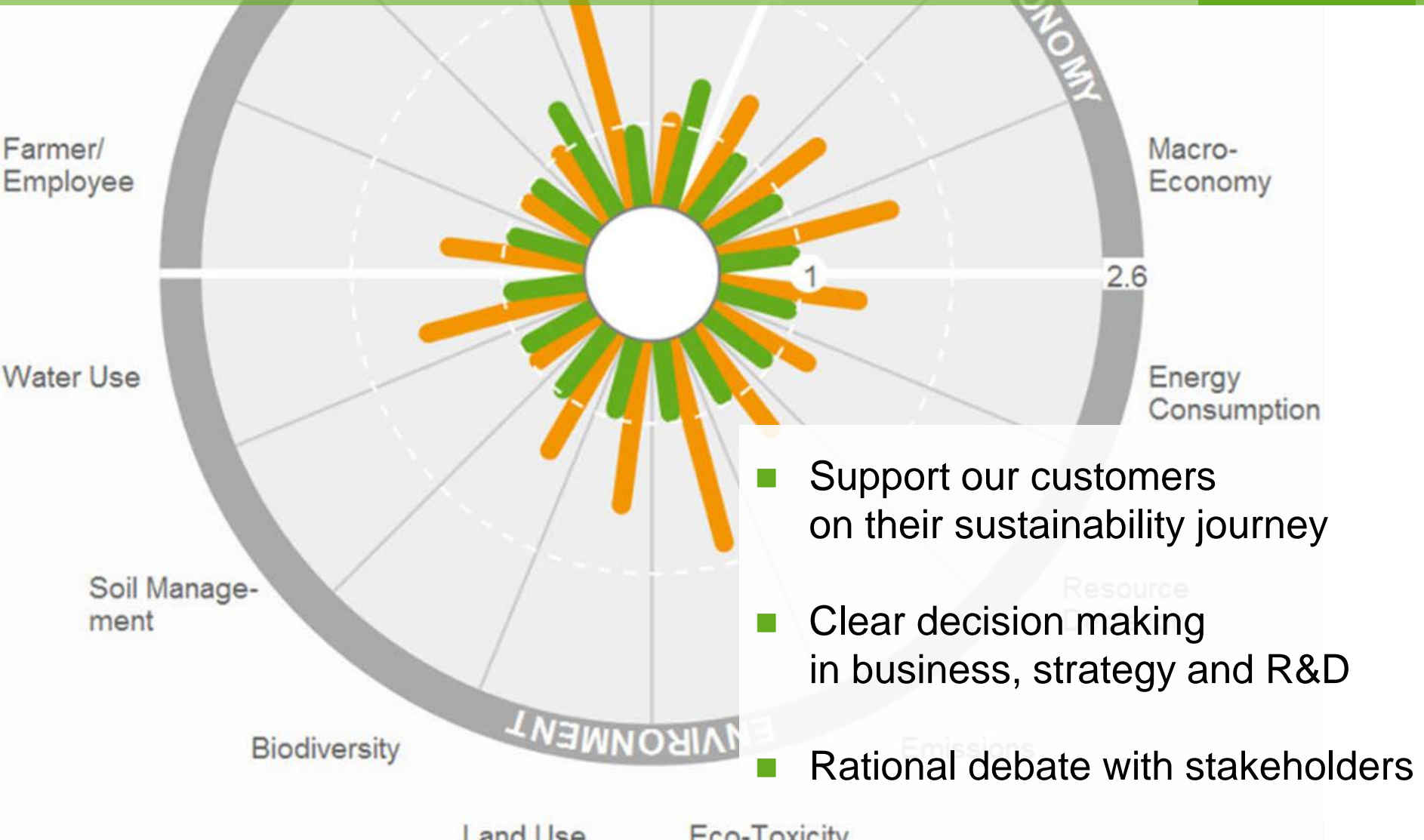
Local/National  
Community

Variable  
Costs

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# With sustainability evaluation we balance the 3 dimensions

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# Sustainability is part of our Global Competency Model

- Eight competencies for all employees
- Drive Sustainable Solutions as competency
- All competencies are an important part of HR processes



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# Connected to Care

## Making our neighborhood a better place

- Realizing 150 charitable projects together with colleagues and partners
- Idea contest with funding of best projects





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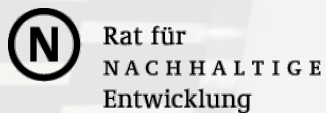


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# We talk and connect with our stakeholders on sustainability

## Multi-stakeholder initiatives



## Bi-lateral stakeholder consultations

## Business associations & networks at corporate level





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# BASF Stiftung International development projects

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Committed to...

- disaster relief
- long-term improvement:  
living conditions  
of disadvantaged  
people, especially  
children/youth



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# Urban Space Show sustainable solutions

- Campaign in major cities
- Cross-medial promotion of our sustainable solutions
- Demonstrate sustainable contributions





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# Sustainability at BASF...

... is an integral part of our management systems

... reduces our business risks

... delivers opportunities in the markets



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