

# SOCIAL HOTSPOT ASSESSMENT

Based on SDG within the SEEbalance® Approach

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## TOPIC

In 2015, the UN introduced global, overarching goals for a sustainable development – the SDGs. Since the economic sector is crucial to achieve them, many companies generate ideas, strategies, and businesses to make the world more sustainable. Companies contribute in different ways to the SDGs as a strategic objective.

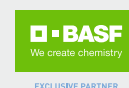
## METHOD

We developed a method within the SEEbalance® approach as a separate module containing metrics that can address impacts to SDGs along value chains for products. We focus with the new approach on challenges of products against the SDGs from a risk perspective. We want to identify them and help businesses to improve the impacts and to suggest measures as a follow-up activity. The targets and sub-targets of the SDGs help to find key aspects that should be considered. In the analysis, main social focus topics discussed by stakeholders, societies, NGOs, etc. will be selected and highlighted. If there is a negative effect found, it will be linked to the most relevant SDG. The findings are compared against “best of class” and “worst of class” benchmarks related to ratings of countries in the world. With this kind of a normalization step we can transfer single information to numerical scores linked to color code results as well. They can be aggregated in overview graphs to allow an easy interpretation and use of the results in decision-making activities. For an accurate consideration of social impacts

in the life cycle of products, a first generic overview but also a deep dive into social hotspot(s) of the value chains are needed. Afterwards, an expert evaluation of relevant topics considering the SDGs is performed. The definitions of the SDGs help to find key aspects that should be considered. In the analysis, main social focus topics discussed by stakeholders, societies, NGOs, etc. will be selected and highlighted. If there is a negative effect found, it will be linked to the most relevant SDG and should be able to support decision-makers in the interpretation of the results.

## SUMMARY

This approach is seen as a risk-based approach for the identification of activities contributing negatively to the SDGs defined for countries. Even if the SDGs are defined mainly for countries, companies often focus on them as well because with their production conditions, they can contribute significantly to the realization of SDGs of countries. Companies are part of the local communities.



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