Sustainability and Innovation as growth drivers

BASF is setting itself ambitious goals for 2012 and takes sustainability and innovation as growth drivers. BASF is realigning its research and is focusing even stronger on the market and the global customer industries. Alongside the further development of the established business portfolio, the main research emphasis is being placed on growth and technology fields that address societal challenges and offer BASF relevant business potential. “To seize growth opportunities we are systematically expanding our product and technology portfolio, establishing an even more global presence and increasing our efforts to develop solutions for a sustainable future,” explains Dr. Andreas Kreimeyer, member of the Board of Executive Directors of BASF. This new orientation is based on BASF’s "We create chemistry" strategy through which the company is intensifying its focus on sustainability and innovation.

For 2012, BASF is planning to increase its research and development spending to € 1.7 billion (previous year 2011: € 1.6 billion).

Kurt Bock joins UN Global Compact Board

UN Secretary-General Ban Ki-moon has appointed Kurt Bock to the United Nations Global Compact (UNGC) Board. This makes BASF the only German and the only chemical company which is represented in the UNGC Board. As a high-ranking board, it advises the UNGC strategically in its work.

The UNGC is a worldwide pact between corporations and the United Nations committed to make globalization more sustainable. With more than 10,000 participants – companies and civil society organizations – from more than 150 countries, it is the world’s largest sustainability initiative. BASF has supported the UNGC since 2000 as a founding member and since 2011 has also been a member of the UN Global Compact LEAD, a new platform for companies that are world leaders in the field of sustainability management.
■ Launch of Bangladesh’s first Long Lasting Impregnated Net (LLIN) Plant

BASF Grameen Limited, a social business joint venture between BASF and Grameen Healthcare Trust of Bangladesh, can now source from a local production plant located in Social Business Industrial Park in Sarabo. The plant owned and operated by Grameen Fabrics & Fashions Limited, will manufacture long lasting insecticide impregnated nets under the brand name Interceptor® that can prevent malaria infections effectively.

The Interceptor mosquito nets are the first product of the venture which aims to reduce insect-borne diseases, thus contributing to achieve key U. N. Millennium Development Goals related to health.

■ CasaE: BASF is constructing the first energy efficiency house in Brazil

In March, BASF started the construction of its first energy efficient house in Brazil, called CasaE. The innovative building will be set up within six month by BASF with partners like Bosch and Knauf. The house with its meeting rooms will be used of BASF employees and other CasaE project partners to promote trainings, events and meetings around the topic “construction”.

With CasaE, BASF is presenting innovative solutions which are affordable and contribute to a significant reduction of resource consumption. The CasaE’s highlight is its constructive system: it provides a very efficient thermal insulation, whereby it is possible to achieve a saving of approximately 70 percent of total energy consumption.

Five BASF business units are taking part in the project with their special solutions for the construction market: Dispersions and Pigments, Polyurethanes, Construction Chemicals, Performance Polymers and Coatings.

■ Partnering with India for sustainable urbanization

In April started the Exhibition “Indo-German Urban Mela” which will tour Mumbai, Bangalore, Chennai, Delhi and Pune and will be set up for ten days in the heart of each city, until early 2013. The Exhibition is the centerpiece of the German year in India which runs under the motto “Germany and India 2011-2012: Infinite Opportunities”. It showcases the strategic partnership between Germany and India in the areas of science and research, business, politics, culture and education.

The “Indo-German Urban Mela” is focusing on the process of urbanization and topics like mobility, energy and sustainable urban development. BASF is an official partner of the Exhibition, alongside other German companies such as Bosch and Siemens. Among the project holders are the Federal Foreign Office of Germany and the Goethe-Institute.

Through interactive visual experiences, BASF is showcasing its cutting-edge solutions, technologies and future trends in the segments of mobility, health & nutrition and construction. Visitors will be able to experience how chemistry contributes to solve future challenges and supports sustainable development.

BASF’s Kids Lab, which is an educational program for school kids aged eight to twelve years, is also part of the Urban Mela. Here students will get an overview about chemistry and especially how it can play an important role in improving water quality.
Basotect® helps Bonn’s residents to travel more comfortably

BASF’s specialty foam Basotect is going to be used in Bonn’s trams to provide effective sound absorption and thermal insulation. The trams in Bonn are old, “but our trams are still structurally sound” explains Alexander Wingen from Bonn’s municipal. Therefore the city decided to convert and equip them with BASF very latest technology: In a large-scale project, the municipal works of the city will be modernizing 25 old trams over the next few years with the specialty foam Basotect.

Due to its favorable combination of different properties – temperature-resistant and flame-retardant, as well as lightweight, elastic, sound-absorbing and heat-insulating – Basotect can be used generally to provide acoustic and thermal insulation for buildings, cars, trains and aircrafts.

SAFO has impact on more than 100 million malnourished people

The SAFO (Strategic Alliance for the Fortification of Oil and Other Staple Foods) development partnership – an alliance of the Deutsche Gesellschaft für internationale Zusammenarbeit (GIZ) and BASF to combat vitamin A deficiency – has achieved its target: more than 100 million malnourished people in developing countries are now using cooking oil fortified with vitamin A. Experts from Germany and other countries at the Hungry! Conference – which took place in Berlin on the 10th of May – discussed their experiences and future ways to reduce malnutrition.

According to World Health Organisation (WHO) and UNICEF statistics, 40 percent to 60 percent of children under five in developing countries have vitamin A deficiency. As the human body is unable to make its own vitamin A, the vitamin needs to be ingested with the diet. However, many people in newly industrialized and developing countries cannot afford sufficient quantities of vitamin A-containing foods such as fish and meat. Therefore GIZ and BASF combined their expertise in 2008 to fight this vitamin A deficiency.

Networking for Water

Water Network – that is the name of an expert forum which was formed to facilitate cooperation and the exchange of information between BASF water experts across various units. Around 30 members are meeting twice a year, exchanging information and discussing current topics. The expert forum is coordinated by the BASF Sustainability Center. “Surveys of experts and media analyses have clearly shown that the topic of water is gaining importance. A great number of experts in a wide variety of units at BASF are involved in this topic. We founded the Water Network in order to bundle this expertise,” says coordinator Dr. Brigitte Dittrich-Krämer. The team includes experts from the operating divisions whose products are related to the topic of water, from research, strategic planning, raw materials procurement and communication as well as environment, health and safety.

The importance of the issue water for BASF is also reflected by its recently launched water goals: Until 2020 BASF wants to reduce the use of drinking water in production processes by half compared with 2010 and wants to establish more sustainable water management at all sites in areas of water stress.
AgBalance™: First study results in Brazil

BASF presented the initial results of two AgBalance studies carried out in Brazil. Launched in 2011, AgBalance is BASF’s new method for measuring and evaluating sustainability in agriculture. First analyses in Brazil have been conducted for two large companies: SLC Agrícola, a commodity crop producer focusing on cotton, soybeans, and corn; and Guarani, an industry leader in the sugarcane sector.

The initial results for SLC Agrícola showed that sound soil management can mitigate the impact that farming can have on the environment. Based on local soil conditions, a tailored fertilizer management program could help to decrease the CO₂ emissions and energy consumption.

The AgBalance study with Guarani identified two key areas for improving the sustainability of production: higher mechanization of harvesting together with higher use of sugar cane by-products as fertilizers.

With AgBalance, BASF demonstrates that it is possible to improve the sustainability performance of a cropping system through the identification of key drivers and their proper management.

German CSR-award for BASF

German CSR-award for BASF – Chairman Dr. Kurt Bock and state premier of Baden-Württemberg Winfried Kretschmann at the award ceremony in Stuttgart.

BASF’s SET initiative: measuring product sustainability

Which influence does 150 gram of ham have on the climate? Which part of the meat production has the most negative impact on the environment? SET, an initiative of BASF for sustainability, ecoefficiency and traceability is helping food producers to measure the sustainability of their products and to continuously increase it. In doing so, SET is focusing on the whole value chain of a product.

An example for the work of the SET initiative is the collaboration with the German meat marketer Westfleisch: The SET-experts assess how much greenhouse gases accrue from the whole value chain of Westfleisch products.

If it is known where the carbon accrues in the value chain, it is possible to reduce it. The result of the CO₂ footprint of pork meat was for example, that more than of the carbon footprint of pork meat is due to the feed used.

BASF among China’s top 100 Green Companies

During the anniversary of the World Earth Day in April, BASF was named again as one of China’s top 100 green companies. BASF ranked eighth in the multinational sector, making it one of the 13 companies honored for five consecutive years since the ranking was established.