

Steering a Portfolio towards Sustainability

January 28–29, 2015 | Berlin, Germany

150 years

 **BASF**
We create chemistry

AGENDA

Day 1: January 28, 2015

15:00–15:15

Opening

- Dirk Voeste, Vice President Sustainability Strategy, BASF

15:15–16:00

Keynote Speech:

The chemical industry: a driver for sustainability

- Margret Suckale, Member of the Executive Board, BASF

16:00–16:45

Elevator Pitches:

Sustainability product portfolio tools in the chemical industry

- Lorraine Francourt, Director of EH&S and Sustainability, Dow Europe
- Andreas Kicherer, Director Sustainability Strategy, BASF
- André Veneman, Director of Sustainability, AkzoNobel
- Michel Washer, Deputy Chief Sustainability Officer, Solvay
- Fokko Wientjes, Director Corporate Sustainability & Public Private Partnerships, DSM

16:45–18:00

Portfolio segmentation tool market place

- AkzoNobel
- BASF
- Dow
- DSM
- Evonik
- Sabic
- Siemens
- Solvay

18:00–19:00

Panel Discussion – Why portfolio segmentation? Experiences, benefits, challenges

- Lorraine Francourt, Director of EH&S and Sustainability, Dow Europe
- Andreas Kicherer, Director Sustainability Strategy, BASF
- André Veneman, Director of Sustainability, AkzoNobel
- Michel Washer, Deputy Chief Sustainability Officer, Solvay
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19:00–19:15

Wrap up of the day

From 19:15

Get together

Dinner speech: The need of sustainability in business

- P. J. Simmons, Chairman, Corporate Eco Forum

Day 2: January 29, 2015

09:00–09:30

Start of the day and wake up speech:

“Why we need a revolution in the way we steer our business”

- Saori Dubourg, President Nutrition & Health, BASF

09:30–10:30

Customer/consumer view: What do customer/consumer expect from more sustainable products?

- Uwe Bergmann, Head of Sustainability Management Corporate Communications Headquarters, Henkel
- Dionys Forster, Sourcing Specialist Agricultural Raw Materials, Nestlé
- Juliane Kluge, Senior Manager Sustainability & Environmental Protection, BMW Group
- Ralf Pfitzner, Vice President Corporate Sustainability, Siemens

10:30–11:00

Coffee Break

11:00–13:00

Workshops: Understanding drivers for increased sustainability in product portfolios

- Customer needs (B2B view)
KoAnn Vikoren Skrzyniarz, Founder and CEO, Sustainable Brands
- Needs of the financial community
Sally Uren, Chief Executive, Forum for the Future
- NGO/political needs
David Cook, Executive Ambassador, The Natural Step
- Comparison of the different portfolio segmentation tools
Talke Schaffranek, Director Applied Sustainability, BASF

13:00–14:00

Lunch and market place

14:00–15:30

Presentation of workshop results and panel discussion

- Based on experiences and needs of different stakeholders, what could be the next steps?
- All workshop moderators

15:30–16:00

Call for action and closing remarks

- Dirk Voeste, Vice President Sustainability Strategy, BASF