



Customer Needs Breakout

Steering a Portfolio Toward Sustainability
Partnership Conference Hosted by BASF

www.sustainablebrands.com



Workshop Objectives

To brainstorm what it might take to create a product portfolio segmentation standard that could be adopted consistently across the value chain



Timeline

25 Minutes -- 30 seconds each: Who are you? Why you are here?

40 Minutes -- Small group discussion – 4 questions, 10 minutes each

30 Minutes -- Report out

10 Minutes -- Tag must/nice to haves

15 Minutes -- Last comments to feed into this initiative



For Discussion

1. What would the benefit of a standard portfolio segmentation framework in the chemical industry be to the value chain?

(ie. help me be better manage my own portfolio migration strategy, help my sales team better sell the value of my products, what else?)



For Discussion

2. As a customer to the chemical industry, what stakeholder concerns (*internal* and *external*) might drive you to better understand your supplier's portfolio of solutions, and why?

(ie. Internal: Government Affairs, Legal, Marketing, External: NGO's, customers, investors, board)



For Discussion

3. If the chemical industry were to create a standard way to assess chemical products for sustainability, what TYPES of information would it need to contain for it to be helpful to you as a customer?

(think solutions categories, for example, what else?)



For Discussion

4. What other criteria or characteristics might it be nice to have in a portfolio management tool or framework in order for it to be most useful?

(for example, must be verifiable by a third party)



To close

Is there one comment you'd like to give the chemical industry as it seeks to lead the way on this initiative, what would it be?