Dear subscriber,

The World Water Day under the motto “water and jobs” will be celebrated by the United Nations on March 22, 2016. As a measure to cut down on water usage, BASF contributed to global water protection. As a responsible company, we are engaged in all areas of water we use, be it indoor or outdoor. In this newsletter, we also present technology for crop protection products, the 10th anniversary of the Agro Program in Morocco and the employees event “Talk Sustainability” on the topic of climate protection.

This week we are once again exploring the topic of water from various angles. We hope you enjoy the read.

Your editorial team

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World Water Day 2016

Although roughly 7% percent of the earth is covered with water, it is becoming a scarce resource. The United Nations has defined access to clean water one of the SDGs and it is a central topic for sustainability. It is in this context, for the first time, the combination of transnational water issues can be shown in a graphic entitled “How to create water.” This enables the reduction of water conflicts in various industries.

More

Integrated report 2015 with graphic on how to create value

Despite the position of the company’s report, which will feature all figures by the end of 2016. The integrated report documents the company’s economic, environmental and social performance. In this context, the contribution of transnational water figures can be shown in a graphic entitled “How to create water.” This enables the reduction of water conflicts in various industries.

More

New traceability technology for greater product safety

BASF has announced the introduction of a new traceability technology for its crop protection products. Digital Trace Track and Trace (DTTT). This will enable DTTT to provide and document the route its products take from the mixing stage to the intakeoplevel.

More

Climate protection as a potential engine for fuel economic growth

At the beginning of the year, the administration will find itself accused of environmental neglect. But experts believe that the potential for economic growth lies in protecting the environment. Sustainable issues are discussed in various experts. In our future Outlooks talk about climate protection and economic growth, the IEA presents an optimistic scenario for climate change in 2050, and the role of the chemical industry.

More

10th anniversary of the Agro Program in Morocco

Regional help has always been a popular approach in economic applications because of its convincing singularity and reasonable price. No previous experience exists in pairing CGI with agriculture – a network of over 300 processing companies from the region Algeria and Morocco.

More

Latest News

- March 3, 2016
  BASF launches Haiti, a new online platform to help farmers manage their agro system.
  - March 1, 2016
  In connection with DTTT, BASF will launch a sustainable farm with 360° activity.
  - February 17, 2016
  Please call your local agent.

More news online here.

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Events

- May 3, 2016
  Sustainable Brand Expo, South Africa

- May 26, 2016
  Sustainable Goods Symposium, Japan

- May 29, 2016
  The Sustainable Goods Symposium, Canada

More events online here.

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BASF – the chemical industry

BASF SE, Leverkusen, Germany
Phone: +49 21 47 47 0
Fax: +49 21 47 47 0
E-Mail: info@basf.de
BASF Corporate Communications
BASF SE, 5-7, Rhoenring, 64293 Leverkusen, Germany
Registrierungsgericht Leverkusen, Registriergesellschaft, HRB 16038
Chairman of the Supervisory Board: Kurt Hofmann, Managing Director: Andreas Wieland, Chief Financial Officer: Karl Scholl
BASF is a listed company.

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BASF SE, Registered Office: 5-7, Rhoenring, 64293 Leverkusen, Germany
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About BASF

BASF is the world’s leading chemical company: We provide innovative solutions for customers in nearly all industries with a portfolio of more than 340,000 products in more than 170 countries. As a global pioneer in the creation of coatings, plastics, and performance products, BASF helps make the world a more sustainable place to live and work.

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Contact

BASF SE, 5-7, Rhoenring, 64293 Leverkusen, Germany
Phone: +49 21 47 47 0
Fax: +49 21 47 47 0
E-Mail: info@basf.de
BASF Corporate Communications
BASF SE, 5-7, Rhoenring, 64293 Leverkusen, Germany
Registrierungsgericht Leverkusen, Registriergesellschaft, HRB 16038
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