

# DEMARCHI + ECOEFFICIENT:

the Importance of Engagement in Ecoefficient  
Management of Industrial Operations

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## TOPIC

In 2021, the Demarchi + Ecoefficient program – a pioneering activity by BASF in São Paulo/Brazil – will complete 10 years of existence, disseminating the concept of life cycle management of paint production processes and combining an analysis of the environmental and economic impacts of production with an employee engagement program. The program focus lies on sharing the results of eco-efficiency and implemented projects in a universal language.

## METHOD

In 10 years of the program, we can observe a gain in awareness on the part of employees regarding sustainability and countless environmental and economic benefits, such as the evaluation of more than 15 projects implemented for cleaner production and optimization of resources (e.g. the replacement of powdered calcium carbonate consumption for liquid, avoiding the internal dilution and mixing process and consequently lowering consumption of energy and water). With regard to engagement, employees share experiences of good practices in their areas in internal communication channels encouraging others to adopt sustainable measures.

## RESULT

These practices contribute to a positive impact on the brand's image and reputation of USD394,000, a financial impact of R\$8 million equivalent to the ROI and a saving of USD2 million, and an environmental impact by avoiding the emission of 1.1 thousand tons of CO<sub>2</sub> equivalent into the atmosphere. Due to the results obtained throughout the program, the leaders and employees are feeling encouraged to continuously seek new improvement solutions, simulating more sustainable raw materials and aiming to support the acquisition of certifications, such as ISO standard 50.001 referring to energy efficiency and sustainable energy management.



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