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(03) 25 Years Sustainability Strategy at BASF

Dr. Andreas Kicherer, Director Sustainability Strategy

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Questions & Answers:

For further information:

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Transkript

Message-Tafel:

What would you have thought impossible 25 years ago?

Andreas Kicherer:

In the past, there were only very few sustainability experts, many of whom were lateral entrants into the area. Now we have sustainability experts in every business unit and in every functional unit. This has helped to firmly anchor sustainability throughout the entire company.

Message-Tafel:

What were the most important milestones for you with regard to sustainability at BASF? What is BASF working on, today?

Andreas Kicherer:

The outstanding thing is the implementation of the Sustainable Solution Steering method over the past five years. For the very first time, we are able to assess all products from our entire portfolio around the world with regard to sustainability criteria and highlight particularly sustainable products, as well as controlling and increasing the revenue we achieve with these products.

Message-Tafel:

What do you wish for the sustainable development of the next 25 years?

Andreas Kicherer:

Using more sustainable raw materials, such as waste products within the scope of the ChemCycling project, is important to me.

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