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BASF in Bewegung

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05) 25 Years Sustainability Strategy at BASF

Dr. Brigitte Dittrich-Krämer, Sustainability Relations

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Questions & Answers:

For further information:

BASF SE, Multimedia and Publications, Photo, TV and Film
Silke Buschulte-Ding,
Tel. 0049 621 60 48 387,
E-Mail: silke.buschulte-ding@basf.com



Transkript

Message-Tafel:

What would you have thought impossible 25 years ago?

Brigitte Dittrich-Kraemer:

At the time, everything was just starting out. Sustainability was part of protecting the environment. But things have changed today. It is integrated in all areas; it's part of BASF's DNA and is a core component of the company strategy.

Message-Tafel:

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

Brigitte Dittrich-Kraemer:

We have to continue working intensively on reducing the impact on the environment. We will have to do a lot more in terms of a circular economy to keep raw materials in this cycle. These are all significant environmental topics, but it is also important that we keep an eye on the working conditions at our suppliers, to ensure that human rights are respected there.

Message-Tafel:

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

Brigitte Dittrich-Kraemer:

My main wish is that we can implement today's objectives. For me, reducing emissions and using renewable energy sources are particularly important.

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