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(04) 25 Years Sustainability Strategy at BASF

Dr. Peter Saling, Director Sustainability Methods

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Questions & Answers:

For further information:

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Message-Tafel:

What would you have thought impossible 25 years ago?

Peter Saling:

Sustainability will become a vital and central topic, not just in all areas at BASF, but throughout the economy as a whole. I couldn't imagine at the time that the topic would develop the way it has and that we would take it so seriously today that we integrate it into our company processes, incorporate it in our strategy, and also work with our customers to drive these things forward.

Message-Tafel:

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

Peter Saling:

Sustainability is a key topic at BASF, and we have integrated it in our company goals: for example the target of CO₂-neutral growth by 2030, or achieving €22 billion in Accelerator product sales by 2025. These are goals which are undoubtedly remarkable and further underline the importance attached to sustainability at the company. Our customers are demanding ever more information on sustainability, our products and sustainable solutions. We are able to deliver here and work with customers to develop new solutions.

Message-Tafel:

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

Peter Saling:

For me, ensuring that the livelihoods of subsequent generations are secured is one of the key topics of sustainability.

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