

Sustainable Development

NEWSLETTER



Recognitions for sustainability performance

BASF is the leading chemical company in the world's most important sustainability index, the Dow Jones Sustainability Index (DJSI World). BASF's shares were included in the DJSI World for the eighth time running in 2008/2009. This index lists more than 300 companies from all sectors of industry and includes the leading 10 per cent in sustainability from each industry.



The companies are rated by the analysts of the Sustainable Asset Management Group (SAM). BASF was recognized for its climate strategy, environmental and social reporting and for developing innovative and eco efficient products.



[more about the DJSI](#)

Mosquito nets: BASF in fight against tropical diseases

Well over a million people die of malaria every year. For decades, BASF has been committed to the fight against malaria and other tropical diseases. One of the company's contributions is Interceptor®, a mosquito net coated with the insecticide Fendona®. Conventional insecticide treated nets have the disadvantage of losing their insecticidal activity after only a few months. The main challenge was to incorporate the insecticidal agent in the mosquito net so that it would continue acting steadily on the surface for several years. The total demand is likely to reach 50 to 60 million nets annually in the next few years.

CARBON DISCLOSURE PROJECT

BASF also leads the prestigious Carbon Disclosure Leadership Index (CDLI) in the carbon-intensive sector. This index published by the international initiative Carbon Disclosure Project (CDP) is an honor role for corporations addressing the challenges of climate change and carbon disclosure practices. These awards show that BASF is on the right path with its sustainability strategy. But it is also "an incentive for us to continue pursuing our climate strategy on a systematic basis and report openly about our progress," explains Dr. Ulrich von Deessen, Head of the Competence Center Environment, Health and Safety and BASF's Climate Protection Officer.

[more about the Carbon Disclosure Project](#)



The main customers for the Interceptor net, which costs only a few dollars, are international aid organizations, national health agencies and non-governmental organizations.

[more information](#)

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New surfactant Lutensol® M reduces energy needed during washing

Most energy in the product life cycle of a detergent is consumed during washing. New product properties of the surfactant Lutensol M also provide good washing results at low wash temperatures. "In this way BASF is supporting the detergent industry's contribution to sustainability since detergents can be marketed that reduce energy requirements during washing," explains Dr. Thomas Greindl, Head of BASF's Care Chemicals for



Detergents & Formulators division. Lutensol M is already being used in a variety of washing products and has proved successful in both liquid and powder detergents. An eco-efficiency analysis has shown that during production it causes less emissions into waste water and consumes less energy than other surfactants.

[more information](#)

Superabsorber Luquasorb® for reforestation

In 2005, BASF together with the German Society for Technical Cooperation (GTZ) established the Espaço ECO Foundation in Brazil with the goal of propagating the eco-efficiency analysis in South America. Currently, the superabsorber Luquasorb is being trialed for a reforestation project in the Brazilian rain forest. Luquasorb is a superabsorber polymer with an enormous water absorption capacity. Specifically, field trials with tree seedlings are being conducted in the area around the Espaço Eco Center.

Luquasorb can absorb water and effectively store it in soil, thereby increasing water storage capacity. The water is bioavailable and can be absorbed by the plant roots as required. As well as reforestation, further applications in gardening, landscaping and agriculture are possible.

[more information about Luquasorb](#)

[more information about Espaço Eco](#)



Pilot: Carbon Footprint

Together with nine other companies and under the sponsorship of WWF, Eco-Institute, Potsdam Institute for Climate Impact Research and THEMA1, BASF is participating in a pilot project on the Carbon Footprint. Carbon emissions and other greenhouse gases were determined throughout the life cycle of selected products and services such as insulating material, shower gel or drinks cartons. Initial results were presented and discussed in Berlin in January. This included recognizing that the carbon footprint is only one aspect of sustainability. Other environmental categories should not be neglected.

[more information](#)

Hexamoll® DINCH comes out ahead in eco-efficiency analysis

Hexamoll DINCH from BASF has the highest eco-efficiency rating compared to five other non-phthalate plasticizers. So say the results of a BASF analysis verified by the impartial German organization TÜV Rheinland. The eco-efficiency analysis assesses ecological and economic properties of a product. "The eco-efficiency analysis shows that Hexamoll DINCH has the lowest environmental impact throughout its life cycle, so we are helping our customers to achieve sustainable development," says Dr. Albert Heuser, President Petrochemi-

cals division. Non-phthalate plasticizers were developed for sensitive applications such as medical devices, toys and food packaging.

[more information](#)



Sustainable construction concepts at World Future Energy Summit

With the theme "More Efficiency from Less Energy", BASF as a leading global partner to the construction industry exhibited concepts for sustainable construction in Abu Dhabi. The event was hosted by the project organization for the future city of Masdar, which aims to set new standards with a zero-carbon energy supply system.



Masdar is scheduled to be ready for occupation by 50,000 people in 2016. BASF showed how methods available today can cost effectively reduce energy consumption during the construction and use of buildings, cut carbon emissions and increase living comfort.

[more information](#)

Initiative on traceability

Consumers' expectations in regard to sustainable products are increasing. Especially for premium products, certified eco-efficiency is a sales argument. A BASF initiative addressing these increased expectations is S.E.T. This stands for Sustainability, Eco-efficiency and Traceability. Through eco-efficiency, the sustainability of a final product can be reproducibly demonstrated throughout the entire



value chain. For the final product farmed salmon, for example, the eco-efficiency of the feed additives such as the carotenoid astaxanthin is analyzed. This substance is used in salmon farming to give the fish their typical pink appearance. "With the eco-efficiency analysis, we can make sustainability measurable and help our customers to differentiate themselves in the value chain. In this way we promote the sales of our products," explains Dr. Christoph Günther, Head of Business Development at the regional business unit Nutritional Ingredients Europe.

[more information](#)

Eco-efficiency analysis: fruit & vegetables

BASF has devised for REWE an eco-efficiency analysis that determines which apple offered by a German REWE super-market is more eco-efficient. Apples of the Braeburn variety were examined and evaluated in November and April from five of the world's major growing regions. The entire life cycle of the apple from the tree to the shelf in a German supermarket, including all the required resources and materials, was evaluated in terms of environmental impact and costs. As well as energy and resource consumption, emissions into the air, water and soil, the acreage requirement as well as toxicity and risk potentials were included for the first time in this type of analysis. The results: it makes no difference for eco-efficiency whether

the apples come from Germany or Italy. But Braeburn apples purchased from overseas in April can sometimes perform better than their European counterparts in terms of their environmental impact. The analysis shows that shipping the



apple from overseas consumes less energy than putting the European apple into cold storage.

[more information](#)

First flight powered by a fuel cell

In September 2008, the German Aerospace Center (DLA) in Stuttgart presented the first manned aircraft that can take off and fly



powered only with a fuel cell. BASF supplied the central element of the fuel cell: the Celtec membrane electrode unit. Fuel cells are not yet suitable for the propulsion of large commercial aircraft, but their use in onboard power supply systems is already promising.

[more information](#)

BASF Pakistan: Commitment to equal opportunities and against corruption

In 2008, BASF Pakistan participated in producing a new guideline for equal opportunities for women and at the end of 2008 became the first signatory company in Pakistan. The guideline was elaborated in cooperation between the International Labor Organization (ILO) and the Employers Federation of Pakistan. It is based both on national legislation and the core labor standards of the ILO, the UN Millennium Development Goals and the ten principles of the

UN Global Compact. In its own global Values and Principles, BASF is already committed to not tolerating discrimination. Besides anti-discrimination, BASF Pakistan also demonstrates commitment in other important areas: since 2004, there has been close cooperation between Transparency International and BASF Pakistan. For example, an event

focused on the application of anti-corruption principles in the private sector was held in January 2009.



"Mata Viva" for sustainable farming

The "Mata Viva" initiative for reclamation and sustainable farming in Brazil was launched 24 years ago by BASF Crop Protection division and is co-financed by Germany's development financing organization DEG. Besides reforestation, BASF is promoting sustainable practices in local farming and the preservation of the environment. Effectively combining theory with practice, Mata Viva is convincing everyone involved that sustainable farming is not only possible but also efficient. So far, more than 128 hectares of native forest have



already been restored. BASF Crop Protection farming customers have already signed up to recover another 350 hectares in the next two years. Altogether, this will represent an area the size of 478 soccer fields.

[more information](#)

Award for BASF Brazil

For the fifth year in a row, BASF Brazil has been recognized by the country's most important financial magazine Exame as a benchmark for sustainability. BASF's existing management of environmental and social impact of its activities has been decisive for this achievement, as well as its dialogue approach to key stakeholders. BASF is the only one in the ranking for chemical companies

[more information](#)

BASF receives first German Sustainability Award

BASF has received the first German Sustainability Award, taking second place in the main category "Germany's most sustainable companies". The jury was convinced by BASF's clear concept for the future: a group-wide Strategy 2015 integrating sustainability in the corporate structures and the world's first compre-

hensive carbon balance presented by an industrial company underline BASF's special commitment to sustainability. Further components of the strategy are social commitment and the integration of sustainabi-

lity aspects along the entire value chain. The prizes awarded under the patronage of Germany's Federal President Horst Köhler. The Jury includes Prof. Klaus Töpfer, former Federal Environment Minister, and Dr. Volker Hauff, Chairman of the German Council for Sustainable Development.



[more information](#)

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