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(01) Pioneers in Sustainability

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1994 marked the beginning of BASF's commitment to the concept of sustainability. The concept became one of the drivers of growth and has been an integral part of the purpose of the company since 2011: We create chemistry for a sustainable future.

Dr. Brigitte Dittrich-Krämer, Dr. Andreas Kicherer and Dr. Peter Saling have been at BASF since the time of the "Vision 2010".

For further information:

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Transkript

Peter Saling:

The topic of sustainability is now firmly established in society.

Brigitte Dittrich-Krämer:

We have to continue working intensively on the subject.

Andreas Kicherer:

We can only live and survive in harmony with nature.

Andreas Kicherer:

I have always been a family man, and now have five children and three grandchildren. It is therefore absolutely vital for me that we leave the following generations with a world worth living in. The best thing I can do to help is to apply this school of thought to my job, too.

Andreas Kicherer:

When sailing, people attempt to use technology to harness and use the forces of nature. If you have ever been caught in a storm while on a boat, seeing the waves rise up, you feel in awe of nature. I can also use this during my daily work at BASF when it comes to sustainability.

Brigitte Dittrich-Kraemer:

If you start with the Eco-Efficiency Analysis, then I've been working in the area of sustainability for almost 25 years. I was born in the same year the world population surpassed three billion people, and since then, the global population has rapidly increased. There are now more than twice as many people on earth and, of course, the sustainability requirements have also clearly increased.

When it comes to our everyday work, we are mainly active on an international and global level. But a lot can also be done locally, which is why I and others promote sustainability here on a local level.

A few years ago, on this very field at the edge of Mutterstadt, we planted old varieties of fruit and built an insect hotel. We have placed stones to increase the biodiversity here and help many different species feel at home.

Peter Saling:

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Sustainability was a niche topic just 25 years ago – the concept wasn't yet established in society. I was fascinated by the diverse nature of the topic and the opportunity of bringing this to a large company.

I have been a lecturer on the topic of sustainability at TU Dresden for a few years, while outside of work I am the chairman of the local group of the Palatinate Forest Association in Hambach. And we get involved with many different areas relating to sustainability in the forest and the surrounding areas.

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