

# TV-Service – Seeing is believing

BASF in motion

[tvservice.basf.com](http://tvservice.basf.com)

## (02) Past – present – future

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BASF adopted its strategy “Vision 2010” in 1994 and oriented the company towards the principles of sustainable development. BASF was one of the first companies worldwide at that time that publicly affirmed its sustainability efforts. The company adopted a pioneer role that is reflected in its achievements for sustainability until today.

Dr. Brigitte Dittrich-Krämer, Dr. Andreas Kicherer and Dr. Peter Saling have been at BASF since the time of the “Vision 2010”. Watch the video and learn how the experts have been contributing to sustainability since then – at work and in their private lives.

**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](mailto: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.

*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.

*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?

*Peter Saling:*

Sustainability is a key topic at BASF, and we have integrated it in our company goals: for example the target of CO<sub>2</sub>-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.

*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.

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*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.

*Andreas Kicherer:*

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

*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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