

Case Study IV (Business): Nadine-Lan Hönighaus, BASF

Nadine-Lan Hönighaus, Senior Manager Sustainability Coordination, represented a case study on BASF, the biggest chemical. The company understands sustainability as resting upon the three pillars of economy, ecology and social responsibility. Ms Hönighaus says sustainability is not only a threat but an opportunity and thus BASF's intrinsic motivation is to reduce risks while generating business. The external factors pressuring change are twofold:

- The need to react to megatrends of population growth, rising energy demand and urbanization.
- Increasing stakeholder expectations (NGOs, politics, media, financial sustainability indices and customers).

One of BASF's four strategic guidelines for 2015 is 'sustainable development' and assesses sustainability issues in terms of societal importance and their impact on an ongoing basis.

The peer review question regarded if BASF standards in developing countries in which they produce were assured to be according to or even higher than local legal standards. The audience discussion considered on the role of Africa in BASF operations as well as the need to consider material inputs in sustainability strategies instead of outputs only.