

# Global Product Strategy

Improving Product Stewardship Performance

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# Chemical Company

## We create chemistry for a sustainable future

- Our chemicals are used in almost all industries
- We combine economic success, social responsibility and environmental protection
- Sales 2012: " 72,129 million
- EBIT 2012: " 6,742 million
- Employees (as of December 31, 2012): 110,782
- In 2012, BASF filed for around 1,170 new patents worldwide
- 6 Verbund sites and around 380 production sites



# BASF segments as of January 1, 2013



## Chemicals

Petrochemicals

Monomers

Intermediates



## Performance Products

Dispersions & Pigments

Care Chemicals

Nutrition & Health

Paper Chemicals

Performance Chemicals



## Functional Materials & Solutions

Catalysts

Construction Chemicals

Coatings

Performance Materials



## Agricultural Solutions

Crop Protection



## Oil & Gas

Oil & Gas

# Our purpose

We create chemistry  
for a sustainable future



# Our strategic principles



We add value as *one* company



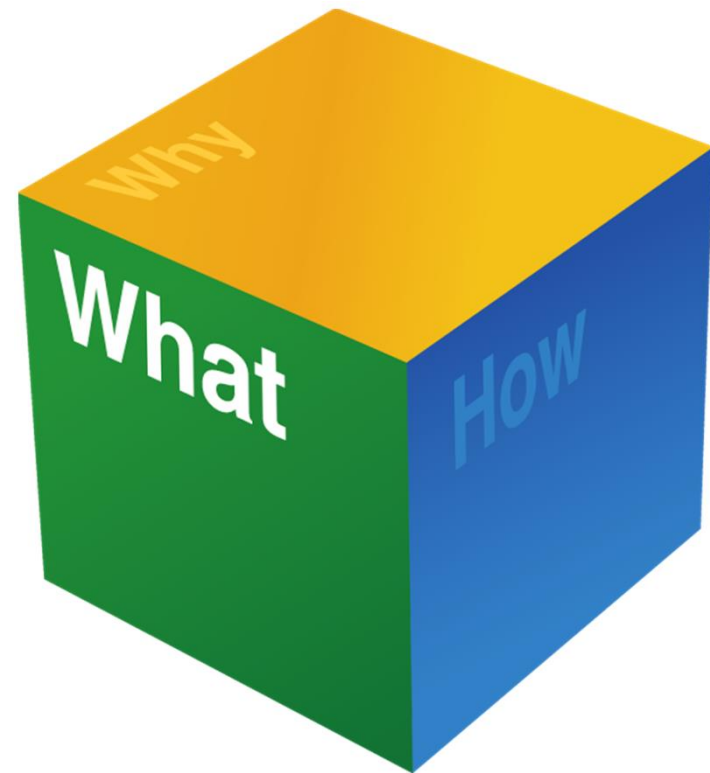
We innovate to make our customers more successful



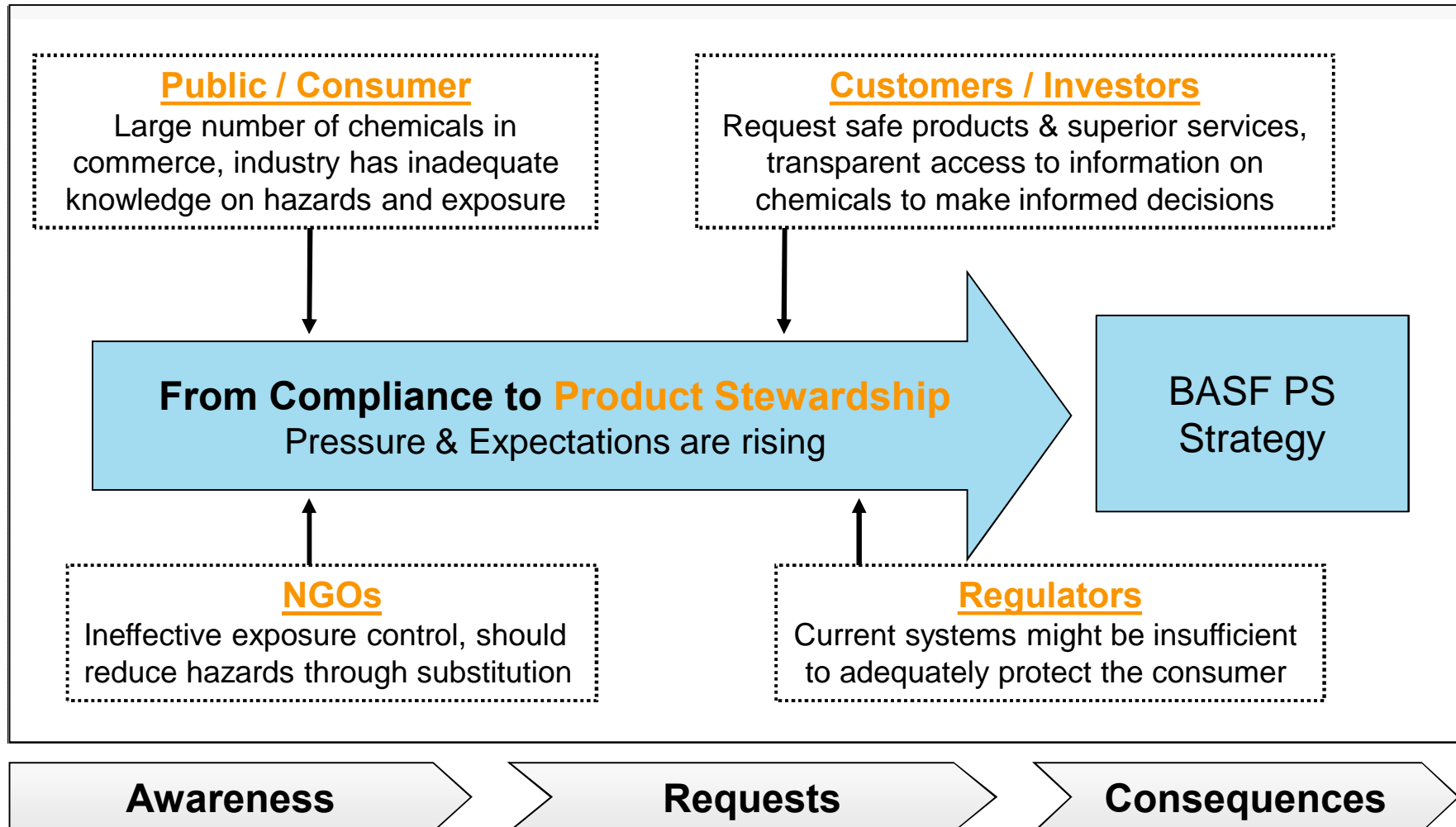
We drive sustainable solutions



We form the best team



# Product Stewardship – Global Drivers



# Product Stewardship at BASF...

PSS at BASF is part of the Responsible Care Management System and includes:

- Product information management
- Hazard assessment and risk characterization
- Risk management and communication throughout the value chain
- Public communication
- Review and improvement.



## Product Stewardship along the value chain

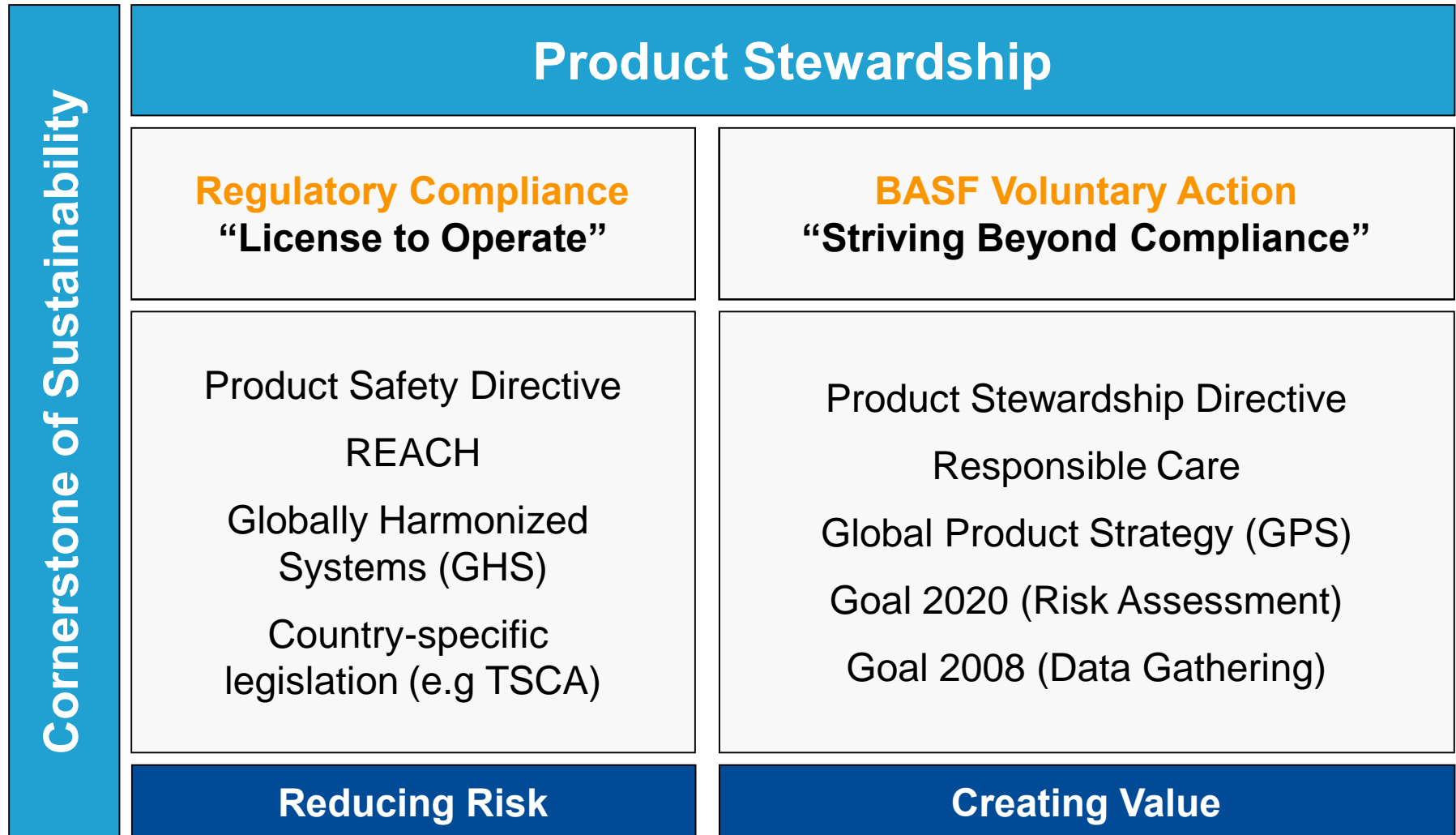
BASF demonstrates product stewardship in the way it handles its products along the supply chain:

- Global network of product stewardship experts
- Regular company internal product stewardship audits
- Transparent communication of product safety relevant information throughout the supply chain
- Safety Audits of third-party warehouses
- Training for customers and stakeholders ensuring safe handling of our products.
- Customer audits supporting effective risk management





# BASF Priority Issue – Product Stewardship



# BASF Global Product Stewardship Goals

- BASF has completed the ~~Base~~ Base Set of Information+for all substances produced or sold worldwide in quantities of more than 1 metric ton (**Goal 2008**) which was later extended to products (**Goal 2008 Plus**)
- Beginning of 2007 the BASF board in addition launched two additional global Product Stewardship goals
  - for all substances produced or sold worldwide in the BASF Group in quantities of more than 1 metric ton until 2018 (**GPS**) and
  - for all products sold worldwide until 2020 a review will be performed based on a risk assessment (**Goal 2020**).

# Principle of Chemical Risk Assessment

## Hazard

- is defined by the toxicological / ecological profile of the chemical



cannot be modified as it is  
intrinsic / inherent



## Exposure

- results from application, use pattern, handling, properties, preparations

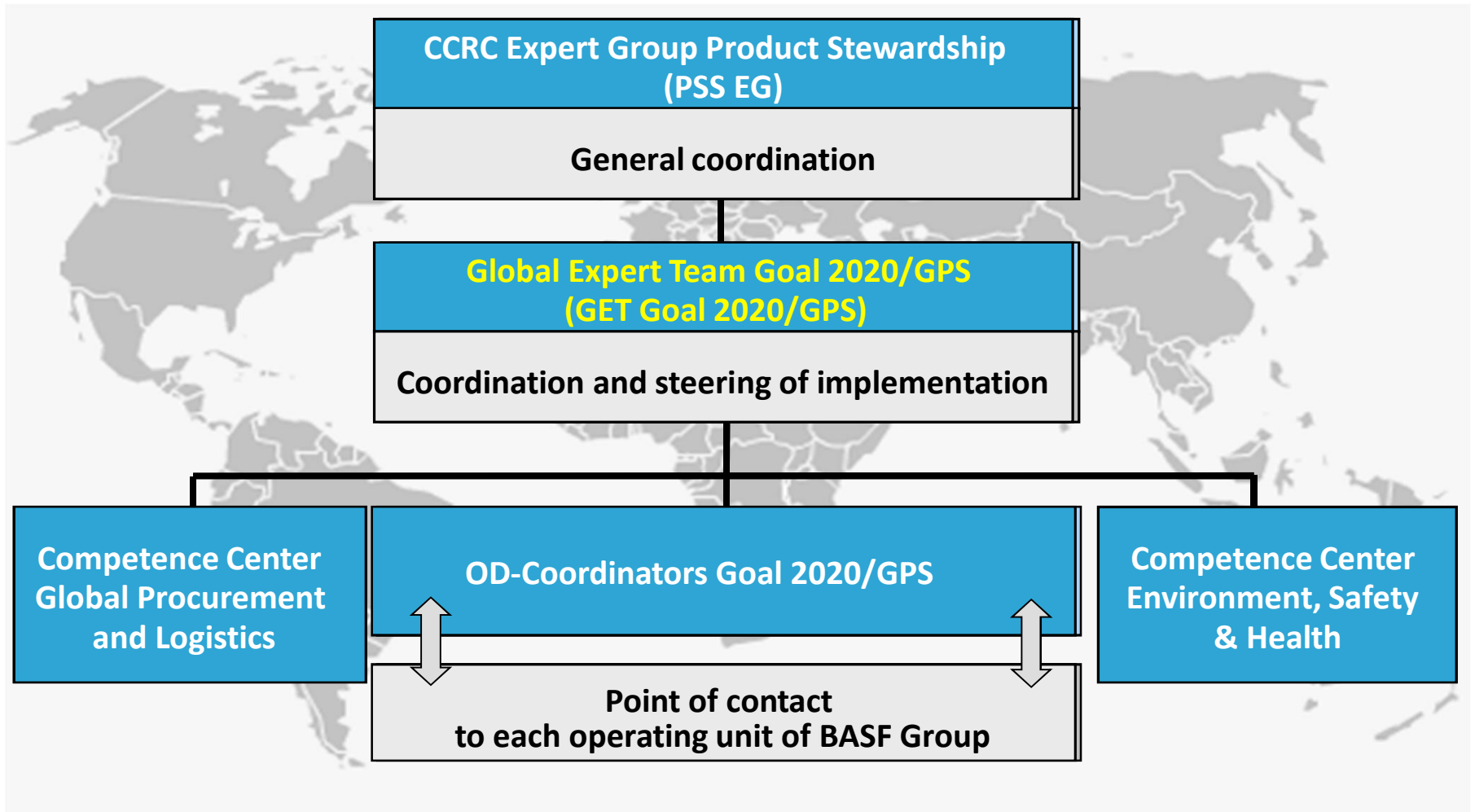


can be modified / limited



$$\text{RISK} = \text{HAZARD} \times \text{EXPOSURE}$$

# GET Goal 2020/GPS – Organization and Responsibilities



# Joint implementation of Goal 2020/GPS and REACH



## REACH Substances

- GPS Safety Summaries prepared in parallel to REACH process

## Non-REACH Substances and Mixtures

- Portfolio screening for identification
- Prioritization according to GPS
- Review of Risk Assessment until 2020

# Product Stewardship at BASF – Striving beyond Compliance

## REACH

- Risk assessment for substances (>1 t/a) within the EU
- Successful completion of Tier 2 Registration, third phase underway (May 2018)
- For many substances BASF is lead registrant in the consortia (SIEFs)

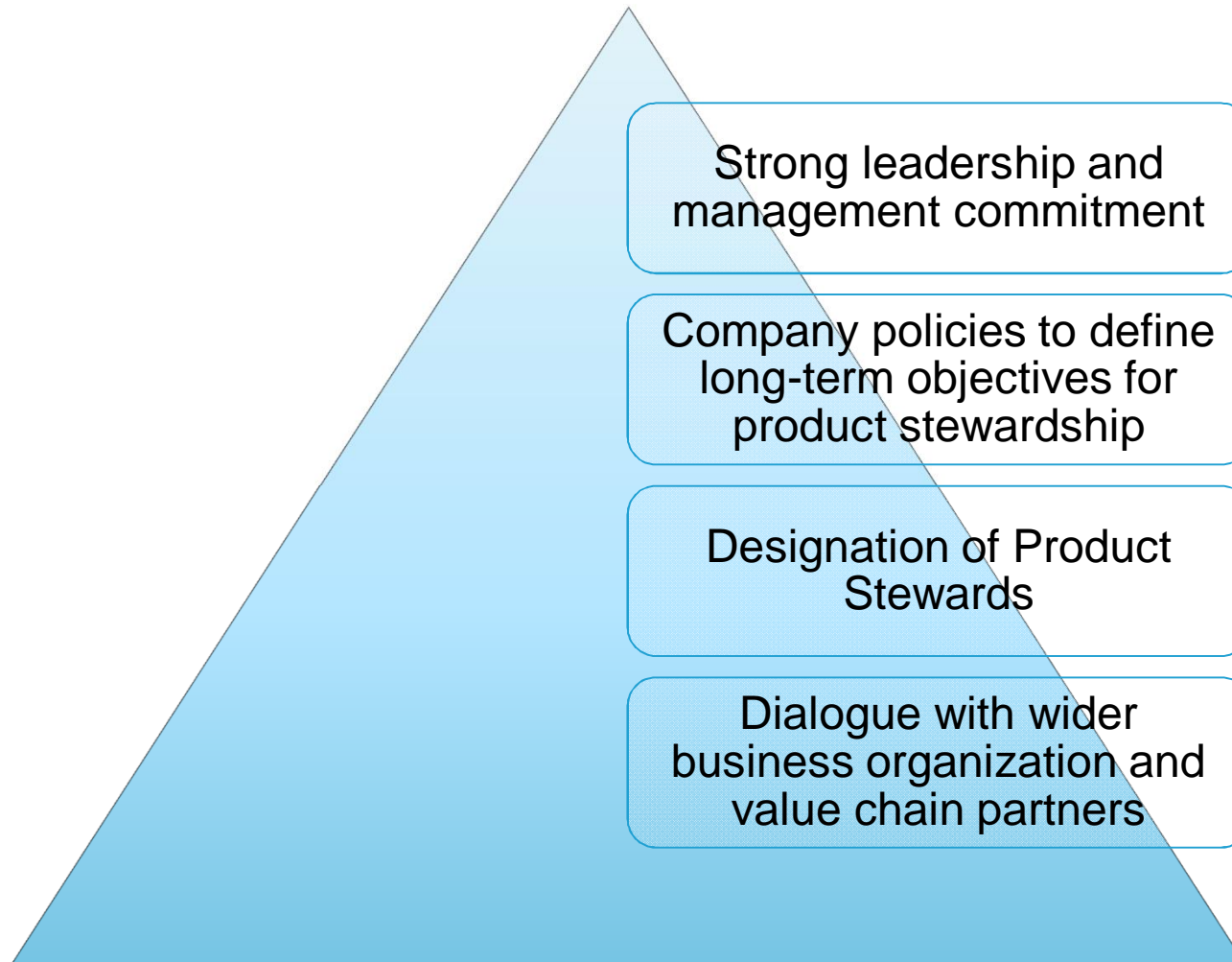
## Goal 2020 / GPS

- Risk assessment for substances / mixtures (>1 t/a) sold globally
- BASF Product safety specialists offer training for SMEs in emerging and developing countries
- BASF publishes relevant information on chemicals to improve public access to information

## Our PSS Objectives

- BASF takes global responsibility for its products very seriously
- Health, safety and environ. protection is an integral part of all daily work and every decision we make
- Excellence in Product Stewardship is part of our commitment to Sustainability

# Product Stewardship Guidelines – First Steps to implement Product Stewardship



# Product Stewardship Guidelines – A Management System Approach

Deming's Plan . Do . Check . Act . Cycle



A cost-effective, well-proven, systematic and consistent model to maximize  
Product Stewardship performance in your company



# Product Stewardship Guidelines

## Step 1 – PLAN

### 1. Identification of requirements

- Understand product-related hazards and risks / risk characterization
- Understand legal or other requirements

### 2. Development of a formal plan

- Setting product stewardship goals, targets and objectives
- Establish performance criteria
- Communication company internal and across the supply chain

### 3. Organization to implement the plan

- Structure responsibilities
- Resources and skills
- Documentation



# Product Stewardship Guidelines

## Step 2 – DO

### 1. Risk management

- Linked to risk characterization process

### 2. Risk communication

- Share information on chemicals±risks and risk management measures with the value chain (e.g. MSDS)

### 3. Public concern evaluation

- Develop a targeted communication strategy

### 4. Public Access to relevant Product Stewardship information

- Prepare and publish GPS Safety Summaries



# Product Stewardship Guidelines

## Step 3 / 4 – CHECK and ACT

### CHECK:

- Support to improve product stewardship performance is given by internal monitoring and independent audits.

### ACT:

- For continuous improvement, regularly review your product stewardship system with company management
- To implement concrete improvements, restart again with the PLAN-step



# Example: Communication with the Public – New BASF GPS Portal

- New GPS corporate website online since March 2013
- Providing access to all BASF GPS Safety Summaries
- New features improving user-friendliness and access to relevant product safety information



## GPS - Safety Summaries

Kommunikation und Transparenz bestimmen maßgeblich, wie die Sicherheit unserer Produkte in der Öffentlichkeit wahrgenommen wird. BASF kommuniziert relevante Informationen entlang der Wertschöpfungskette und ermöglicht so unseren Kunden, Lieferanten, Logistikpartnern und der Öffentlichkeit transparenten Zugang zu Produktsicherheitsinformationen.

Im Rahmen der Global Product Strategy (GPS) veröffentlichen Mitgliedsunternehmen des „International Council of Chemical Associations“ (ICCA) nun so genannte GPS Safety Summaries um auf diesem Wege relevante Informationen zu einer Chemikalie in einfach verständlicher Sprache der breiten Öffentlichkeit zugänglich zu machen.

Diese GPS Safety Summaries geben einen allgemeinen Überblick über die Verwendung und Eigenschaften der chemischen Substanz und sollen den transparenten Zugang zu wichtigen Informationen in einem geeigneten Format gewährleisten. Ziel ist es, das Vertrauen der Bürger zu stärken, dass Chemikalien entlang Ihres gesamten Lebensweges sicher gehandhabt werden. Dies ist ein Teil unserer Produktverantwortung. Die GPS Safety Summaries der BASF sind auf unserer Homepage zugänglich. Weitere Informationen finden Sie im [GPS Chemikalienportal des ICCA](#). Unser Ziel ist es, GPS Safety Summaries für unsere im Handel befindlichen Chemikalien zu veröffentlichen.

Die Informationen in der GPS Safety Summary sind grundlegender Art und nicht für die medizinische Notfallhilfe gedacht. Die GPS Safety Summaries sollten ebenfalls nicht verwendet werden, um die technische Kommunikation über Sicherheits- bzw. Gefahrstoffdatenblätter zu ersetzen. Technische Informationen finden Sie auf dem jeweiligen Material Safety Data Sheets (MSDS) der chemischen Substanz.

## GPS Safety Summary

Ihre Suche  [» Suche starten](#)  
[» Zurücksetzen](#)

## Safety Summary Index

Mit Hilfe dieses Index finden Sie schnell, wonach Sie suchen.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 - 15 von 30 Ergebnissen

1 2

Name	Cas.-Nr.	Safety Summary
Acetic Acid	64-19-7	<a href="#">» View</a> 167.6 kB
Acetic acid, 2-cyano-, 1,1'-(2,2-bis[[[cyanoacetyl]oxy]methyl]-1,3-propanediyl] ester	178671-69-7	<a href="#">» View</a> 133.8 kB
Acetoacetanilide	102-01-2	<a href="#">» View</a> 136.1 kB

# EXAMPLE: COMMUNICATION WITH THE PUBLIC – Global ICCA GPS IT Portal

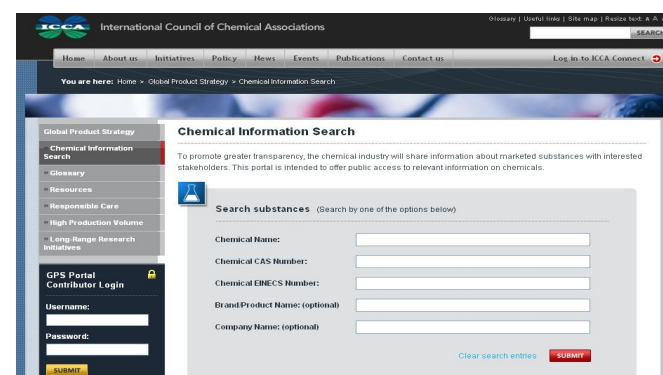
- Free public access to relevant information on chemicals and products for all stakeholders.
- GPS Safety Summaries in multiple languages maximize applicability in different national contexts
- Today, more than 3600 GPS Safety Summaries are available at the GPS IT Portal.



ICCA Website

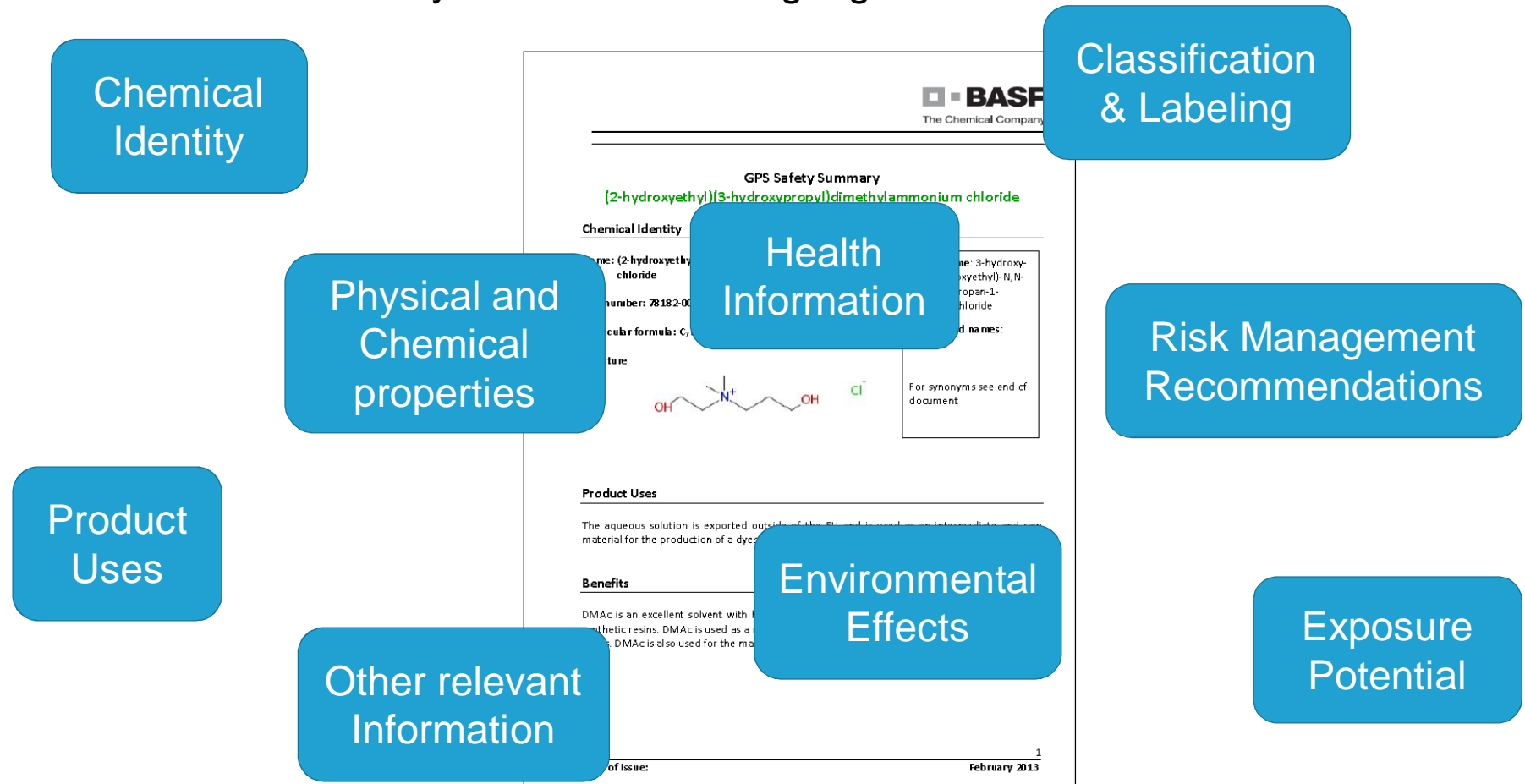


GPS Info Search



# GPS Safety Summaries – Meeting information requirements of the public

- GPS Safety Summaries provide access to relevant and science based chemicals information in an easy-to-understand language



# GPS Safety Summaries – The target audience

- GPS Safety Summaries target non-professionals and stakeholders with basic chemicals and product safety knowledge:
  - Downstream industries in emerging and developing economies
  - Teachers and universities
  - Governments and authorities
  - Worker Unions
  - The public

# BASF committed to promote GPS globally

- Leading role at the International Council of Chemical Associations (ICCA)
- Providing Experts and Trainers for GPS Capacity Building
- Driving GPS Implementation in emerging regions and with SMEs
- Publishing GPS Safety Summaries at the ICCA GPS IT Portal





## Economic Evaluation – Product Stewardship is Creating Value

- Create and maintain a partnership relation to your customers, authorities and the public
- Increase productivity
- Improved cost-efficiency of internal management
- Stay ahead of regulations
- Reduce liability issues
- Secure a competitive advantage for your company



**Product Stewardship is the „license to operate“**



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**Thank you  
for your attention !**