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# BASF SE

## BASF Podcast: Achieving Climate Protection with Eco-efficiency

28.10.2009 - 11:20 Uhr, BASF SE

Ludwigshafen (ots) - In this podcast you will learn how the eco-efficiency analysis helps you to determine how you can reduce the consumption of energy and materials and how to minimize greenhouse gas emissions.

Every product leaves some ecological traces behind. But how can you record all of the relevant ecological criteria involved in the production and use of a product? This is a question that BASF has already been working on for many years, and it has developed its own so-called eco-efficiency analysis for this purpose. The results help you to determine how you can reduce the consumption of energy and materials and, for example, how to minimize greenhouse gas emissions. In order to show the contribution the complete group is making to climate protection, BASF was the first company in the world to present a comprehensive Corporate Carbon Footprint, which now has been updated. The bottom line is that when BASF products are used, they save more than three times as much CO<sub>2</sub> as is released by all the BASF products during their production and disposal.

Listen to the audio reportage with Dr. Ulrich von Deessen (BASF Climate Protection Officer and Head of BASF Environment, Health and Safety Competence Center), Dr. Peter Saling (Head of Eco-Efficiency Analysis Department at BASF), Ed Madzy (Director of Environmental Health and Safety at BASF North America), Sonia Chapman (Espaço ECO, São Bernardo do Campo, Brazil).

BASF Corporate Communications started a regular bilingual Podcast service in April 2007 to report on BASF's innovations and research and development activities in an easy-to-understand, informative and entertaining way.

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BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics and performance products to agricultural products, fine chemicals as well as oil and gas. As a reliable partner BASF helps its customers in

virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges such as climate protection, energy efficiency, nutrition and mobility. BASF posted sales of more than EUR62 billion in 2008 and had approximately 97,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).

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