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BASF Podcast: Achieving Climate Protection with Eco-efficiency

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 CO₂ 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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Editorial contact:

For the UK:

BASF plc

Chris Wilson

Corporate Communications

Phone: +44-161-488-5616

Fax: +44-161-488-4133

E-Mail: chris.wilson@basf.com

For the US:

BASF Corporation

Betsy Arnone

Corporate Communications

Phone: +1 973 245-7865

Fax: +1 973 245-6714

E-Mail: betsy.arnone@basf.com

For Europe:

BASF SE

Rainer Mueller-Mueffelman

Corporate Innovation Communications

Phone: +49 621 60-41040

Fax: +49 621 60-20548

E-Mail: podcast@basf.com

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