



We create chemistry



Value-to-Society

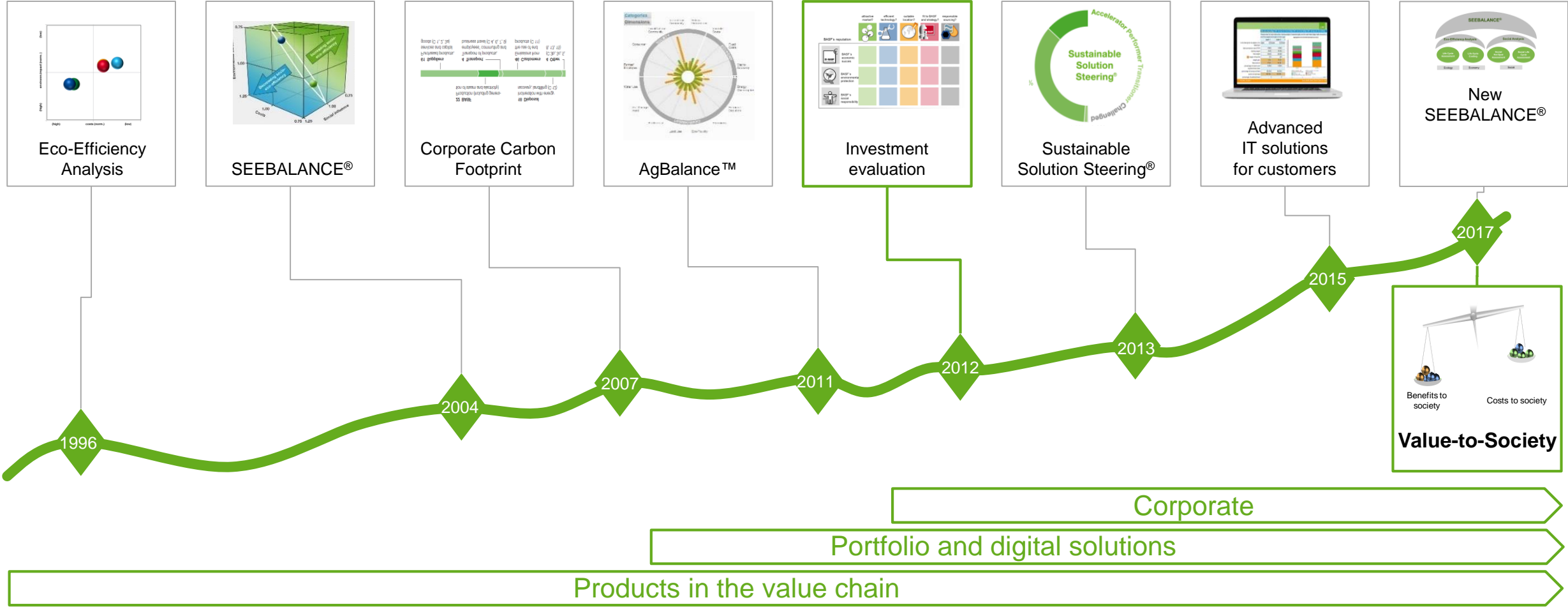
A new metrics to evaluate investment projects?

World Natural Capital Forum, Edinburgh, November 27, 2017

Christian Heller, Sustainability Strategy

Our sustainability measurement journey

Value-to-Society: Valuing our economic, social and environmental impacts



How we assess our site investment projects as of today

Comprehensive evaluation from plurality of departments

Sustainability assessment

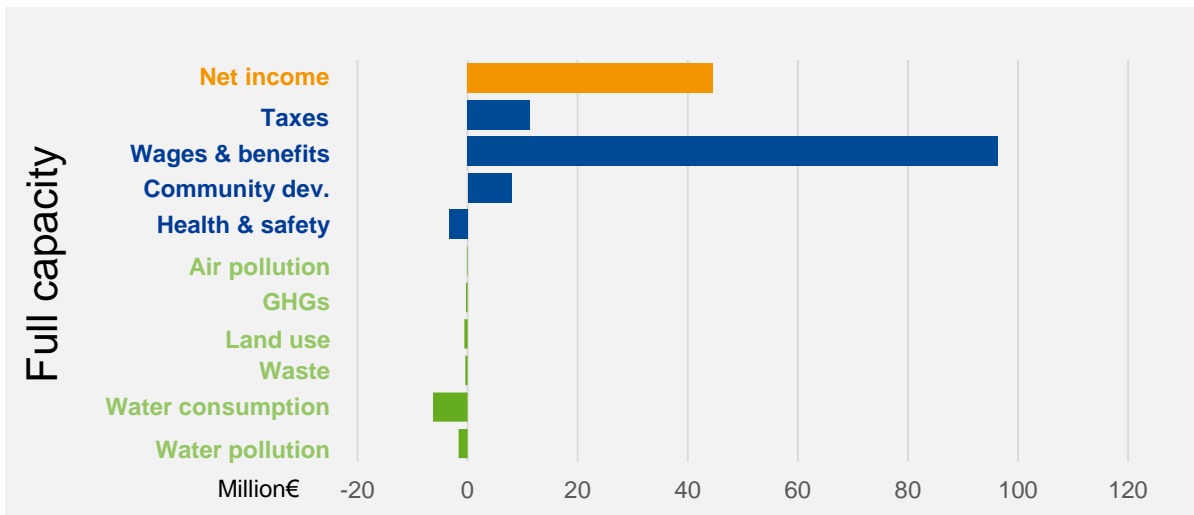
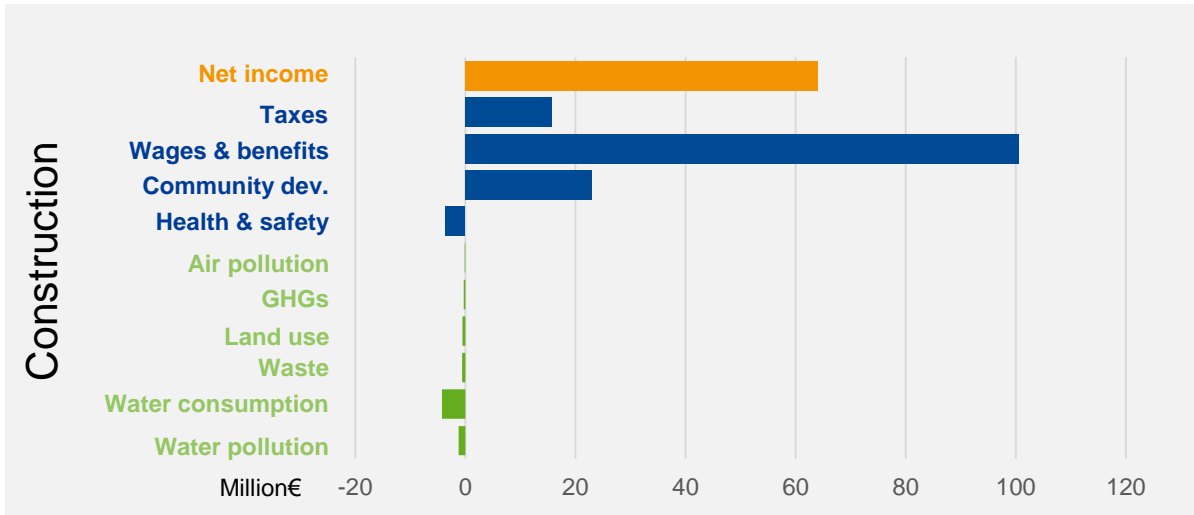


BASF's economic success							stakeholder perception, reputation
BASF's environmental protection							
BASF's social responsibility							ethics, integrity & governance

- Qualitative and quantitative metrics
- Focus on outcome
- Long-term perspective
- Traffic light system for performance
- Complete value chain
- All material aspects assessed

Value-to-Society: The assessment concept of the future?

Valuing the financial and pre-financial impacts on society in a common unit



World Natural Capital Forum

- Macro-societal perspective on performance
- Long-term perspective via valuation coefficients
- Transparency on materiality and interdependencies
- Tangible metric in business language
- Improved scenario modelling
- High efforts for comprehensive assessment



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