Sustainability is widely accepted and understood as an essential attribute of accountable acting. However, the meaning of sustainability is interpreted differently. It is sometimes understood as being based on renewable raw materials solely or just being “green”.

For BASF, sustainability means integrating social and environmental issues into the business process or in other words, the alignment of economic aspects with environmental and social requirements. The strategic and organizational implementation of sustainability supports research activities to identify risks in an early stage while simultaneously opening up new business opportunities for BASF.

Therefore BASF has developed several management tools for sustainability. It includes life cycle inventories and life cycle assessments, e.g., as well as the Eco-Efficiency Analysis and SEEBALANCE method. BASF has gained access to raw materials from oleochemical as well as petrochemical sources. Therefore amphiphilic systems research considers petrobased as well as renewable components. This enables us to meet the increasing demand for products with better eco-efficiency, while ensuring best economical performance at the same time.