

# News Release

P265/23e  
July 20, 2023

## **BASF Personal Care releases first progress report for its Responsibly Active sustainability program**

- **Company presents progress toward achieving its sustainability goals for the personal care bioactives business**
- **Several initiatives launched to protect nature and people along botanical supply chains**
- **Targets for energy and water savings for production site in France exceeded**

**Pulnoy, France – July 20, 2023** – BASF Personal Care has published the first progress report for its [Responsibly Active](#) sustainability program. Launched in 2022, the program focuses on the company’s bioactives portfolio for personal care applications and includes clear commitments and action plans for the coming decade to protect natural resources, empower people along the botanical value chain, and reduce the climate impact and operational footprint. After the first year, BASF can record important successes in all three areas. “We are happy to prove that business and a responsible approach to people, resources and the environment can go hand in hand,” said Lucilene Veira Nunes, Head of Business Management for Bioactive Ingredients, EMEA.

### **Protecting natural resources**

BASF has been on a sustainable sourcing journey for almost 20 years offering certified sustainably sourced palm (kernel) oil and more recently offering other large volume raw materials like coconut oil and castor oil in respective sustainable sourcing certification schemes. The Responsibly Active program now concentrates on the smaller volume but also impactful botanical supply chains for bioactives.

Since launching Responsibly Active, BASF has implemented initiatives that further maximize the use of renewable resources and organic farming practices. The company is dedicated to protecting local biodiversity, avoiding land degradation and deforestation in their supply chains. One key goal the company has committed to is to make 100% of its botanical supply chains traceable to the source by 2030. Through advances like a new digital tool that tracks every step of argan oil production, BASF can now trace 98% of its botanical supply chains to the country of origin and 42% to the source.

### **Empowering people along the value chain**

BASF works closely with stakeholders along the value chain to support and promote diverse and equitable work, including women and smallholder farmers in their efforts. One example of BASF's commitment in this area is the company's collaboration with botanical suppliers and NGOs to foster the long-term development in local communities along their Moringa supply chain in India. A major achievement was implementing free medical care for cattle and training courses in honey production to help women and their families generate a diversified income.

### **Reducing climate impact and operational footprint**

By further optimizing its process efficiency and building performance, BASF's Pulnoy, France bioactives production site has managed to surpass its 2025 goals of using 15% less water and saving 25% of energy for every ton of product leaving the site, compared to 2016. For the remaining energy demand on site, the company switched its power supply to renewable energy, resulting in a reduction of around 130 tons of CO<sub>2</sub> per year.

"Today we are happy to see that our journey towards greater sustainability is making real progress and that we are on the right track. This motivates us and spurs us on to strive even harder – together with customers, employees, suppliers, partners, and everyone involved along the entire bioactives value chain," said Veira Nunes.

The full 2022 Responsibly Active report and further information on BASF's commitment to sustainability can be found [here](#).

Responsibly Active along with the initiatives linked to the program is just one example of how BASF's Care Chemicals Division is addressing future challenges.

Sustainability, digitalization, innovation and new approaches to working together are the key cornerstones to [Care 360°– Solutions for Sustainable Life](#).

**About the Care Chemicals division at BASF**

The BASF division Care Chemicals offers a broad range of ingredients for personal care, home care, industrial & institutional cleaning, and technical applications. We are a leading global supplier for the cosmetics industry as well as the detergents and cleaners industry, and support our customers with innovative and sustainable products, solutions and concepts. The division's high-performance product portfolio includes surfactants, emulsifiers, polymers, emollients, chelating agents, cosmetic active ingredients and UV filters. We have production and development sites in all regions and are expanding our presence in emerging markets. Further information is available online at [www.care-chemicals.basf.com](http://www.care-chemicals.basf.com).

**About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 111,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €87.3 billion in 2022. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at [www.basf.com](http://www.basf.com).