

# News Release

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## BASF opens doors for the first Care 360° Sustainability Days

- **Live on screen: BASF hosts the virtual customer event from September 17-19, 2024**
- **Customers in the Personal Care, Home Care, I&I, and Industrial Formulator industries in Europe are invited to tackle sustainability challenges and opportunities**
- **With the call to action #2050isnow, the Care Chemicals Division looks to strengthen its collaboration with customers to achieve mutual sustainability goals**

**Ludwigshafen, Germany – August 20, 2024** – BASF invites to the first Care 360° Sustainability Days. Following the success of Sustainable Beauty Days for personal care customers in the past two years, the Care Chemicals division this time is looking forward to welcoming participants from all its businesses to sessions on selected sustainability topics. At the same time, BASF reaffirms its commitment to promoting environmentally responsible practices. With the Care Chemicals initiative [Care 360° – Solutions for Sustainable Life](#), the division has set itself the goal of addressing all issues relevant to the future of its markets and industries in a global, cross-business and holistic approach. This year's Care 360° Sustainability Days will include current topics such as BASF's road to net zero and the urgency of transitioning from fossil to renewable carbon sources. With dedicated sessions for the Personal Care, Home Care and I&I, and Industrial Formulators businesses, participants will have the chance to explore industry-specific development opportunities and identify action points.

“2050 is now – definitely. We have no time to lose if we are to achieve the transformation to a net-zero path. We want to set the right course with our customers

now to meet this challenge together,” said Dr. Matthias Maase, Director Global Sustainability, Care Chemicals, BASF. “We are excited about the opportunity to extend this progressive event format to all our Care Chemicals’ customers in Europe. I am firmly convinced that it takes our close collaboration to actively shape a sustainable future.”

The dedicated sessions hosted exclusively by each of Care Chemicals’ businesses will include reducing CO<sub>2</sub> emissions in the Personal Care industry through innovative concepts along the value chain, decoding the Product Carbon Footprint (PCF) for Home Care and I&I formulations, and a panel discussion with Industrial Formulators sustainability leaders to gain a deep understanding of drivers, opportunities and challenges. All sessions will be broadcast live from BASF’s Care Chemicals Customer Experience Center in Ludwigshafen, Germany, and will feature a mix of internal BASF experts and exciting external speakers and partners. Participants will join virtually and are welcome to submit questions. Below is the link to register:

<https://care360.basf.com/sustainability/our-path-to-sustainability/sustainability-days>

### Care 360° Sustainability Days 2024

Event	Panelist	Date & Time
<b>BASF’s Road to Net Zero: Our Transformation to a Carbon-Neutral Tomorrow</b>	<p>Welcome remarks from Dr <b>Sven Crone</b>, Senior Vice President Global Strategic Marketing, Supply Chain, IT, Care Chemicals, BASF</p> <p>Featuring <b>Vincent Smet</b>, Project Evaluation Manager, Strategy &amp; Prioritization Net Zero Accelerator, BASF</p> <p>Moderated by Dr <b>Matthias Maase</b>, Director Global Sustainability, Care Chemicals, BASF</p>	September 17, 11 am – 12 am CET
<b>The Need to Act Now: Shifting from Fossil to Renewable Feedstocks</b>	<p>Welcome remarks from <b>Christoph Jaekel</b>, Vice President Corporate Sustainability, BASF</p> <p>Featuring <b>Daniel Roser</b>, Vice President Renewable Carbon Projects, Net Zero Accelerator, BASF, and <b>Michael Carus</b>, Founder and Managing</p>	September 17, 2 pm – 3 pm CET

	<p>Director of nova Institute.</p> <p>Joined by <b>Matthias Kern</b>, Director Biomethane Procurement, BASF, and <b>Stephanie Kassing</b>, Global Sustainability Manager, Care Chemicals, BASF</p> <p>Moderated by <b>Anja Feldmann</b>, Senior Specialist Sustainability Communication, BASF</p>	
<p><b>Concepts along the Value Chain:</b></p> <p><b>CO<sub>2</sub> Emission Reduction in Personal Care</b></p>	<p>Welcome remarks and moderation by <b>Renata Oki</b>, Director Market Development, Personal Care EMEA, BASF</p> <p>Featuring Dr <b>Bianca Seelig</b>, Sustainability Manager, Care Chemicals, BASF, and Dr <b>Hans-Martin Haake</b>, Head of Application Technologies, Personal Care EMEA, BASF</p>	<p>September 18, 11 am – 11:45 am CET</p>
<p><b>Enhancing our Understanding of PCF Drivers in Formulations: Decoding the Product Carbon Footprint of Home Care and I&amp;I Formulation</b></p>	<p>Welcome remarks by <b>Romy Veit</b>, Vice President Business Management Home Care and I&amp;I Europe, BASF</p> <p>Featuring <b>Frederik Hilgers</b>, Applied Sustainability Manager, Home Care and I&amp;I Europe, BASF, <b>Oezgecan Oezeren</b>, Operational Marketing Manager Home Care and I&amp;I Europe, BASF, and Dr <b>Arend J. Kingma</b>, Principle Scientist, Application Technology, Home Care and I&amp;I, BASF</p> <p>Moderated by <b>Marika Rossetti</b>, Applied Sustainability Manager, Personal Care &amp; Industrial Formulators Europe, BASF</p>	<p>September 18, 2 pm – 2:45 pm CET</p>
<p><b>Drivers, Opportunities and Challenges: Understanding Sustainability for Industrial Formulators</b></p>	<p>Welcome remarks from Dr <b>Jordi Tormo Blasco</b>, Vice President Business Management Industrial Formulators Europe, BASF</p> <p>Featuring Dr <b>Dominik Auer</b>, Senior Manager Sustainability, Wacker, Dr <b>Norman Poboß</b>, Global Head of Sustainability, Münzing, and Dr <b>Matthias Maase</b>, Director Global Sustainability, Care Chemicals, BASF</p> <p>Moderated by <b>Marika Rossetti</b>, Applied Sustainability Manager, Personal Care &amp; Industrial Formulators Europe, BASF</p>	<p>September 19, 11 am – 11:45 am CET</p>

**About the Care Chemicals division at BASF**

BASF's Care Chemicals division 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. Around 112,000 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 €68.9 billion in 2023. 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).