“We add value as one company” – this principle is firmly embedded in our strategy.

Our actions are centered on developing innovative, sustainable products and solutions for our customers, which we use to meet global challenges.

To do so, we have relied on collaboration with strong partners for 150 years. This key to success was the focus of our anniversary year in 2015. Together, we developed promising contributions to add value. A few of these are outlined on the pages that follow.

Cover photo:
Experts on food and urban living from a variety of fields exchanged ideas at our Creator Space™ tour in São Paulo. Among them was Eduardo Sekita de Oliveira, Executive Director of Production for an agricultural customer in Brazil, shown here talking with BASF’s Maria Isabel Motta Hoffmann.

On this page:
Jamming session in New York: “Graphic recording” was a popular way to keep track of new ideas at this and many other anniversary events in 2015.
What an anniversary can do

The knowledge and creativity of many minds can give rise to extraordinary ideas. This was the inspiration behind our anniversary program. Dubbed Creator Space™, it was a very special way to celebrate 150 years of BASF. We organized a tour around the world, bringing scientists, customers, employees and partners from all over the globe together at one table and launching an online platform to connect everyone. Ideas were proposed surrounding three main themes: urban living, smart energy and food. We call this “co-creation.” It is one way to fill our idea pipeline for the future and create value.

Watch a video on our anniversary year by searching youtube.com for: “BASF Creator Space – the year 2015 in review”

Creator Space™ tour stops

1. Ludwigshafen (March 9–10)
2. Chicago (June 23–24)
3. New York (May 26–31)
4. São Paulo (August 17–23)
5. Barcelona (October 26–30)
6. Ludwigshafen (November 20–30)

The Creator Space™ tour circumnavigated the globe, offering a broad program of presentations, workshops and cultural events for customers, partners, experts and employees.
A wide variety of people shared and discussed their opinions, ideas and suggestions on the interactive online platform set up for our anniversary year.

Visit us at creator-space.basf.com

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**Co-creation activities**

“Co-creation” is a form of creative collaboration between different groups of people, such as customers, partners and employees.

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**Creator Space™ science symposia**

International researchers and experts met in global science conventions to discuss new findings and work together on approaches for solutions.

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**Creator Space™ online**

750 discussions
12,700 participants
1,700 contributions

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**Idea contests**

Participants contributed ideas and suggestions in worldwide idea contests. Panels of judges reviewed the entries and selected the winners.

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**Jamming sessions**

Not only musical jam sessions give rise to creative compositions. We hosted people from various disciplines as they exchanged ideas and developed concepts together.

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1.4 million visitors
10,000 people at
50 co-creation activities in
25 countries
Which ideas emerged

URBAN LIVING

A clean air app

How does growing urbanization affect our planet? And how can we as individuals lead a sustainable lifestyle? These were the questions addressed at the “Creatathon” in Shanghai. The idea: People engage in a highly creative activity for a sustained, uninterrupted period of time. Just like in Shanghai, when BASF invited six college teams to spend 24 hours devoting themselves to developing an app-based, sustainable mobility solution. The goal of the app was to help city dwellers minimize their carbon footprint by selecting the most environmentally friendly mode of transportation. In the end, first place went to the team from East China Normal University: With their “Carbon Coin” idea, consumers can cash in their personal contribution to sustainability as “currency” on an online platform – similar to emissions trading between companies.

The green way to go: Megacities like Shanghai are already home to over 20 million people today. That means public transit and other alternate modes of transportation will play an even greater role in reducing emissions in the future.
150 YEARS BASF

FOOD

Smart watering

How can we reduce food waste and harvest losses? And how can we combat drought and the effects of water scarcity? Students, environmental experts, engineers and city planners were some of the participants at a “creatathon” in São Paulo that focused on solutions for more efficient water use in town and country. First prize went to the most innovative suggestion with the potential for future research and development. The winning team’s idea was to water fields through drip irrigation, where a sensor measures soil moisture to calculate how much water is needed at what time of day.

Safe and clean through the city:
Participants at a joint workshop held by BASF and Daimler discussed new technologies and materials for making even more efficient and environmentally friendly vehicles in the future.

SMART ENERGY

The bus to the future

Environmentally friendly technologies, comfortable interiors, a lighter chassis – there was no lack of original ideas and visions at a joint customer innovation workshop. Together with experts from Daimler Buses, BASF employees from various fields discussed solutions for future bus challenges, ranging from special coatings and new lightweight engineering concepts to possibilities for preventing vandalism. This brainstorming gave rise to project ideas providing new inspiration for the bus of the future.

Watch how Daimler and BASF worked together by searching youtube.com for: “Co-creation with Daimler”

Happy Birthday BASF

Little drops that make an impact:
In many parts of South America, water is a precious commodity. New technologies aim to help keep fields irrigated even in times of lengthy drought.
An energetic partnership

In Japan, around 50 employees from BASF and Panasonic Automotive & Industrial Systems Company came together in a co-creation workshop to discuss current energy-related topics, ranging from power electronics to sensors and energy harvesting. From numerous innovative suggestions, the companies chose the most promising ideas surrounding the topic “systems for storing heat energy through chemical reactions” as a basis for future collaboration and to benefit from knowledge exchange. Panasonic and BASF, who had not had a partnership prior to the workshop, also plan to work together in research and development. The two companies are currently hashing out the details of the collaboration.

Employees get involved

A community needs engaged citizens in order to thrive. BASF helped its employees carry out charitable projects through its global team competition, “Connected to Care.” Around 500 project proposals were submitted from around the globe; 150 of these received up to €5,000 apiece, amounting to a total of €700,000 in support. BASF also promotes employees’ volunteer work outside of its anniversary celebrations, through various regional projects.

Global community: A new well for an orphanage in Cameroon, a restored temple for residents of Karak in Malaysia – employees around the world got involved in numerous projects addressing social needs.
New York’s next trendy neighborhood?

How can we improve urban development and the housing situation in metropolises like New York, where the population is booming? This was the question posed by involved citizens, students, engineers and other participants of a design competition in New York. The assignment: How might Van Brunt Street in Red Hook, Brooklyn, look in the future? The Red Hook neighborhood is marked by limited access to public transportation, Buildings in need of renovation, susceptibility to hurricane and flood damage, and a high level of socio-economic diversity all demand creative and practical solutions to support the neighborhood’s future. The winning concept included an ingenious canal system and the idea of invigorating the local economy with a “Made in Red Hook” product label. BASF plans to continue these discussions and use the ideas for concrete proposals to benefit Red Hook and other cities.

Watch videos of our tour stop in New York by searching youtube.com for: “BASF Red Hook”

Smart design: How can Red Hook’s community be optimally connected to public transportation and gain better access to social and cultural amenities?
How can we improve access to clean water in a rapidly growing metropolis like Mumbai? Around 250 experts from industry, the nonprofit sector, science and society all set to work on this question. One example was a joint project initiated by BASF and Save the Children, in which several employees dove into everyday life in Mumbai for one week. Some were guests in families who have running water for only 90 minutes a day. It is important for these families to store water in containers. But space is often at a premium, and the water can sometimes get contaminated. For Nitin Sharma, BASF India Ltd., joining a family for a week was an indispensable part of the project: “We can then assess whether and how innovations from BASF can contribute to the solution, whether it’s a new material for stackable water containers, an innovative filter system, or a combination of existing systems. It’s crucial – for commercial success as well – to understand what the people in the community really need.”
The Museu del Disseny in Barcelona: For five days, the building played host to the Creator Space™ tour.

**Communal sportsmanship:** Participants in the jamming session held by BASF and adidas developed an idea for a cycling association that uses the energy generated from pedaling for the public good.

**SMART ENERGY**

**Putting daylight to good use**

In Barcelona, employees from Switzerland won first prize at the jamming session finals on energy efficiency. Their impressive proposal, entitled “Out of the darkness and into the light – intelligent daylight management in buildings,” addressed how less than 40% of available daylight is used in buildings today. The Swiss colleagues developed an idea for electricity-free technology based on microoptic foil that captures up to 95% of daylight and redirects it into the building’s interior. What makes this technology unique is that it does not rely on classic transparent building components, like windows. The application could be used for structures like multi-family houses and office buildings, but also for factories and plants.

**URBAN LIVING**

**Moving for power**

A group of mobility experts and fitness fans from all over the world got together for a jamming session between BASF and adidas in New York. The topic: the future of urban transportation. The results of the exchange ranged from a smartphone app that networks bicyclists to a floating residential neighborhood on the Hudson River. One promising idea was to establish a volunteer cyclists’ association that generates electricity by riding a bike. This could supply schools, libraries and other community organizations.