

Crisis Mode



10 Years Of Driving Sustainability.
A Business Model For The Future.

Market Transformation – Key Messages

- Be responsible – start!
- Keep it simple!
- Act now!



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- Accelerate speed to set up supply chains
- Join forces with auditors
- Address sourcing constraints in the value chain



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Market Transformation – Key Messages

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- Keep it simple!
- Act now!



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Keep it simple – complexity is no excuse



- Support from SC T&T
- Work on operational excellence
- Next challenge – foot print data



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Market Transformation – Key Messages

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- Keep it simple!
- **Act now!**



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Act Now

- Book & Claim is only the start
- Work with RSPO Secretariat and Standing Committee T&T
- Work with auditors and fellow value chain colleagues



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BASF Commitment

„Our goal is to purchase all our palm and palm kernel oil from certified sustainable sources and we are working towards achieving this goal by 2015.“

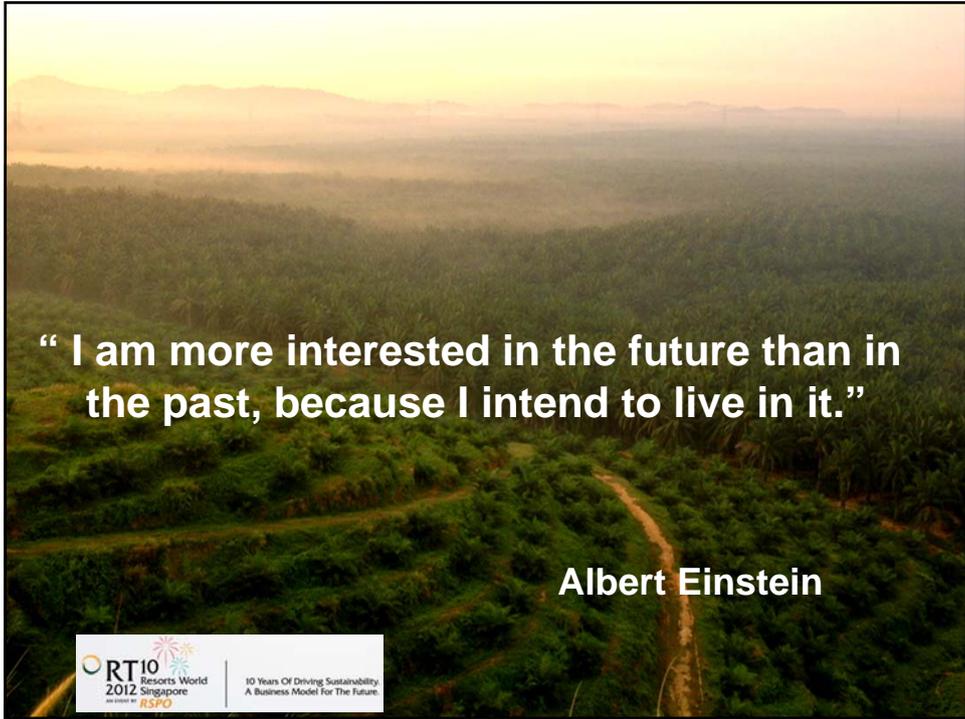


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Stay Committed



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Thank you for your attention...

RSPO
Roundtable on Sustainable Palm Oil

...for queries: harald.sauthoff@basf.com

NOTE: Reprint of statements from this speech requires prior approval

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