

BASF 150th Anniversary Planning Insights

150 years

 **BASF**

We create chemistry

Robin Rotenberg

VP & Chief Communications Officer
Lead for 150th Anniversary

Presented by:





Contributing to a Sustainable Future for 150 years and Beyond

Robin Rotenberg
June 2016

150 years

 **BASF**
We create chemistry

BASF turned 150 in 2015

A chance to celebrate our company and its history....and also shape the future



Source: Project "150"

Sounds for 150

The image shows a screenshot of the 'Sounds for 150' website interface. At the top, there is a search bar with 'search in Content' and 'search in BASF.net' options. Below the navigation menu (Home, Contribute, Media Gallery, Top 10, Sounds Worldwide, Help), there is a 'Welcome to Sounds for 150' section with introductory text. A 'Contribute' section encourages users to record and upload sounds. A 'Media Gallery' section is also visible. Below the website screenshot is a promotional poster for the event. The poster features the text 'Sounds for 150' and 'BASF will turn 150 in 2015. In preparation, employees can help create the anniversary composition. Simply record and submit your typical BASF sounds.' It includes a photo of a hand holding a smartphone displaying a recording interface. At the bottom of the poster, it says 'Join in from May 15 - June 20, 2014' and provides the website 'www.sounds-for-150.basf.com'.

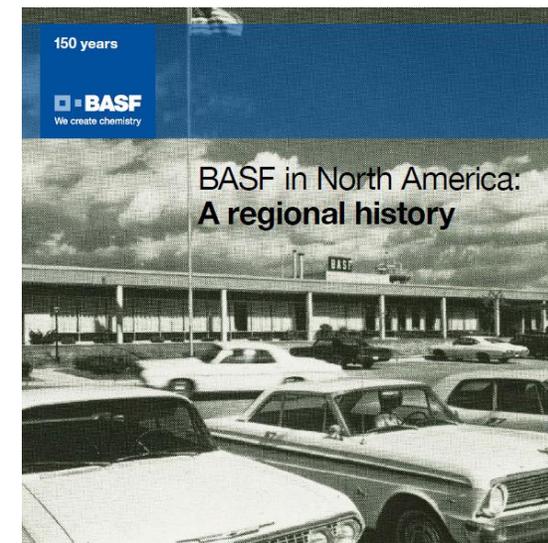
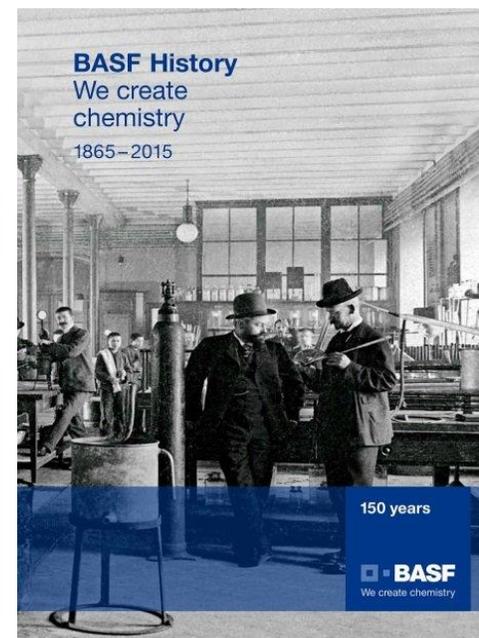
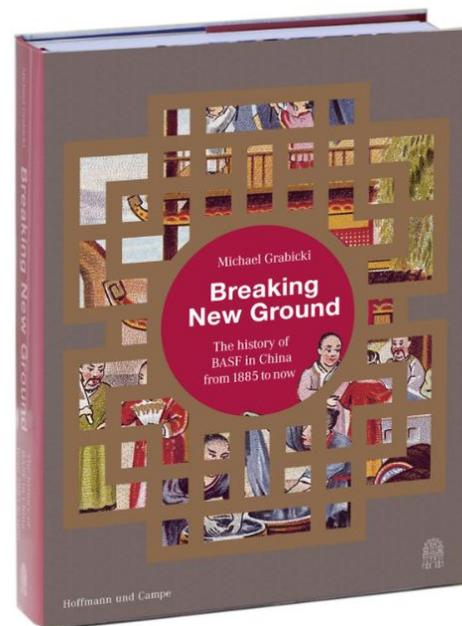
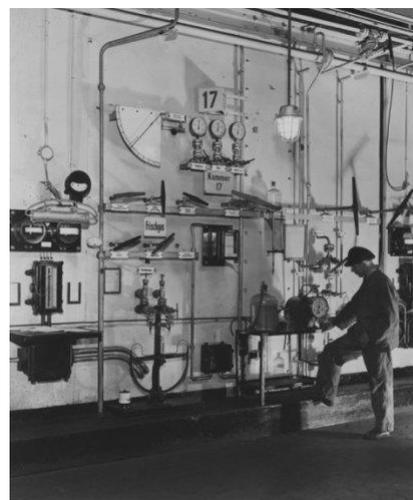
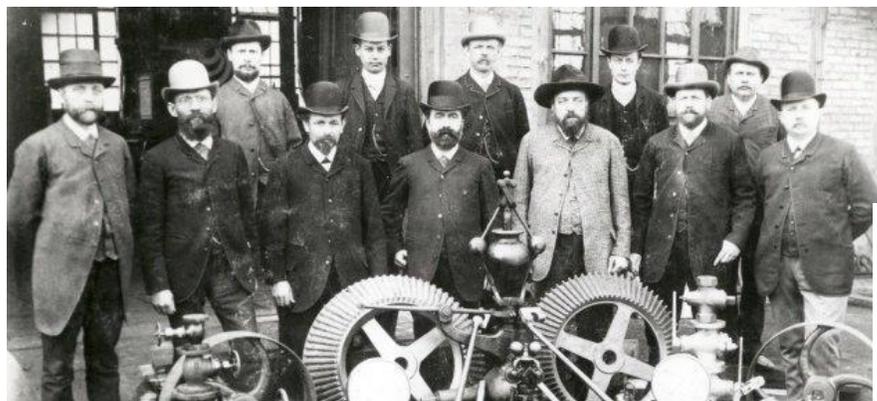


Composer
Michael Nyman



History shows chemistry is an enabler for new ideas and solutions

150 years



What did our competitors do?



Coin sets

All competitors had an array of individual measures without lasting impact.



Cake



Blimp tours

Entertainment



Global challenges need global answers

Mobility

Waste management

Fresh water

Urban Living

Energy consumption

Housing quality

Storage

Avoid food loss

Smart Energy

Food

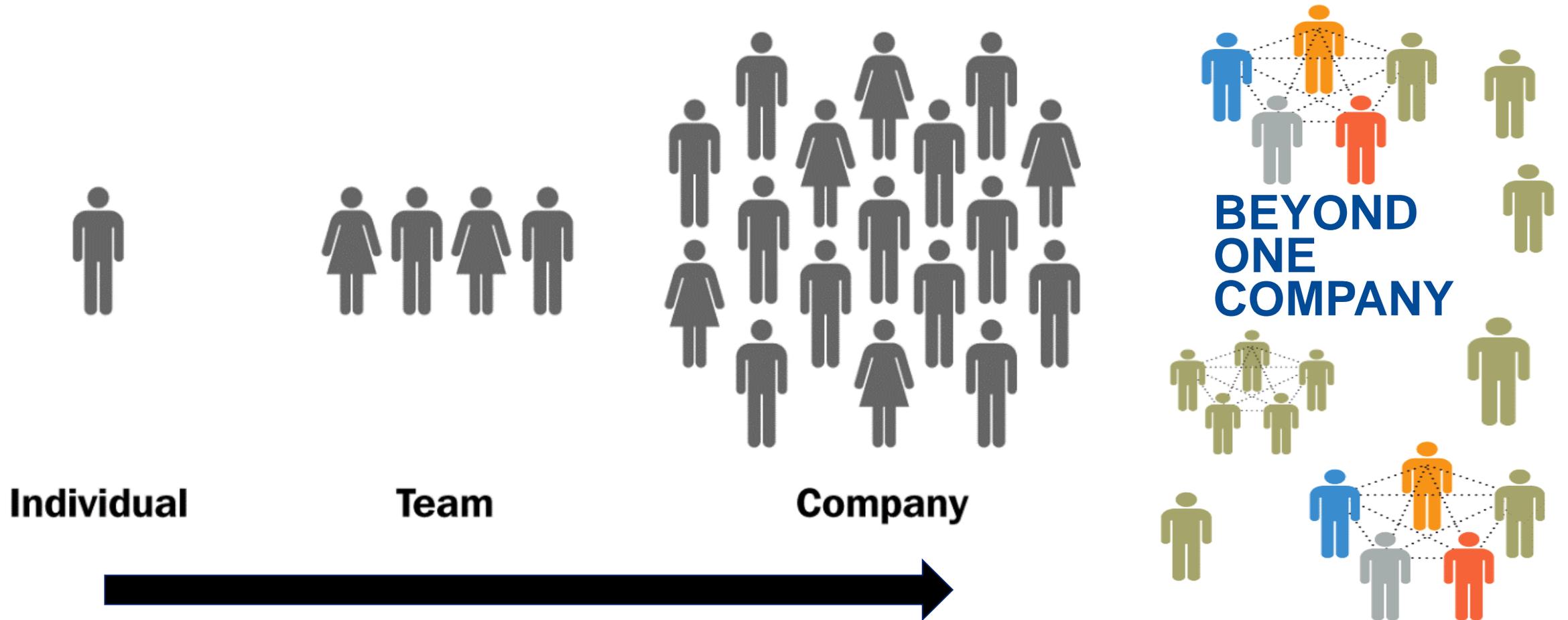
Nutritious food

Renewable resources

Efficiency in food production

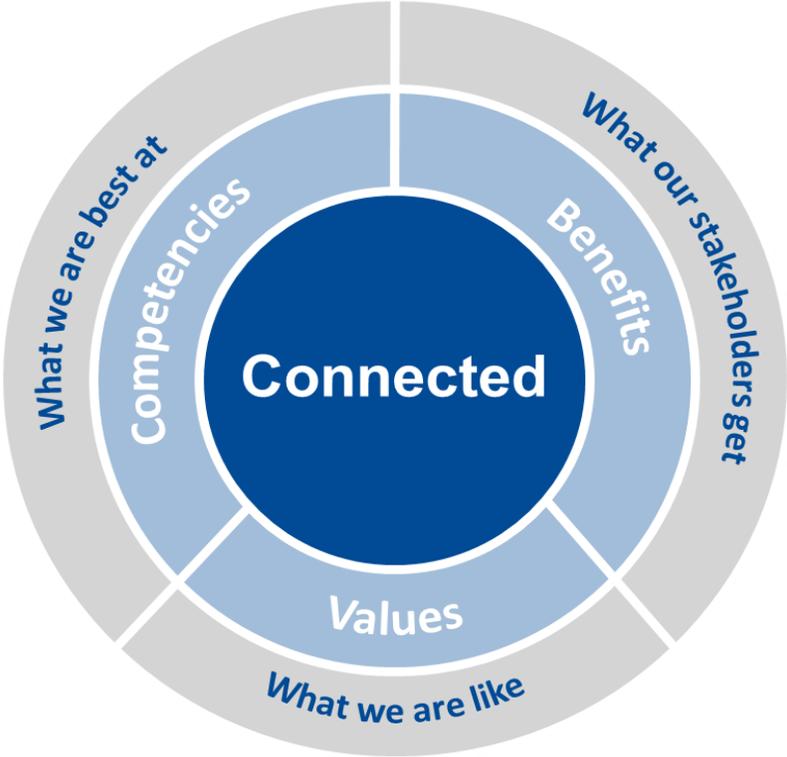
The way we innovate is changing

Collaboration is needed to solve complex societal challenges



Anniversary concept started with purpose and brand

We create chemistry for a sustainable future



Source: Project "150"

The BASF Anniversary Challenge

Design a campaign that **connects BASF** with its **customers and stakeholders** globally to co-create a sustainable future



150th Anniversary – Two pillars

Celebration



Co-creation



Video 1 – Connect and celebrate with us our 150th anniversary

Creator Space™ – The BASF Co-creation Program

Network.



Creator Space tour

Science Symposia

Employee Jamming

Generate insights.

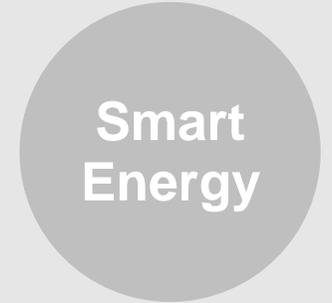


Creator Space online

Innovation Challenge

Customer Co-creation

Collaborate.



150 years of BASF

Celebration & co-creation

Creator Space™ The BASF co-creation program



Celebration

Creator Space™
online

Creator Space™
tour

Creator Space™
science
symposium

Creator Space™
special

Collaborate
on solutions
related to three themes ...

Urban Living

Smart Energy

Food

Stakeholder
events

Employee
engagement

Publication /
documentation

... and celebrate BASF,
its employees and stakeholders
around the globe throughout the year !

Celebration events worldwide

150 advertising

Composition premiere **Digital historical exhibition**

Documentary film

Youth science contest

BASF in China book

Sounds of 150

History brochure

The anniversary program was divided into three phases



Phase I: Visioning and scenario building

Definition of an emotionally charged, positive vision for the future involving a wide range of stakeholders



Phase II: Collaboration and celebration

Identification of meaningful contributions, that BASF, its science and industry partners can make to bring society closer to fulfilling the needs identified in Phase I



Phase III: Landmark and wrap-up

Definition and presentation of concrete landmark project plans and other tangible activities at the end of the anniversary year

Integrated Communication Campaign generated awareness and inspired participation

Communication phases of integrated communication concept



Key activities

Digital teaser activity: Trailing stakeholder involvement in visioning phase

Generate participation in visioning: Draw attention to the **Creator Space online** and **documentary film**

Promote **co-creation and celebration events** and drive participation in various activities

Create buzz around announcement of selected **landmark programs**

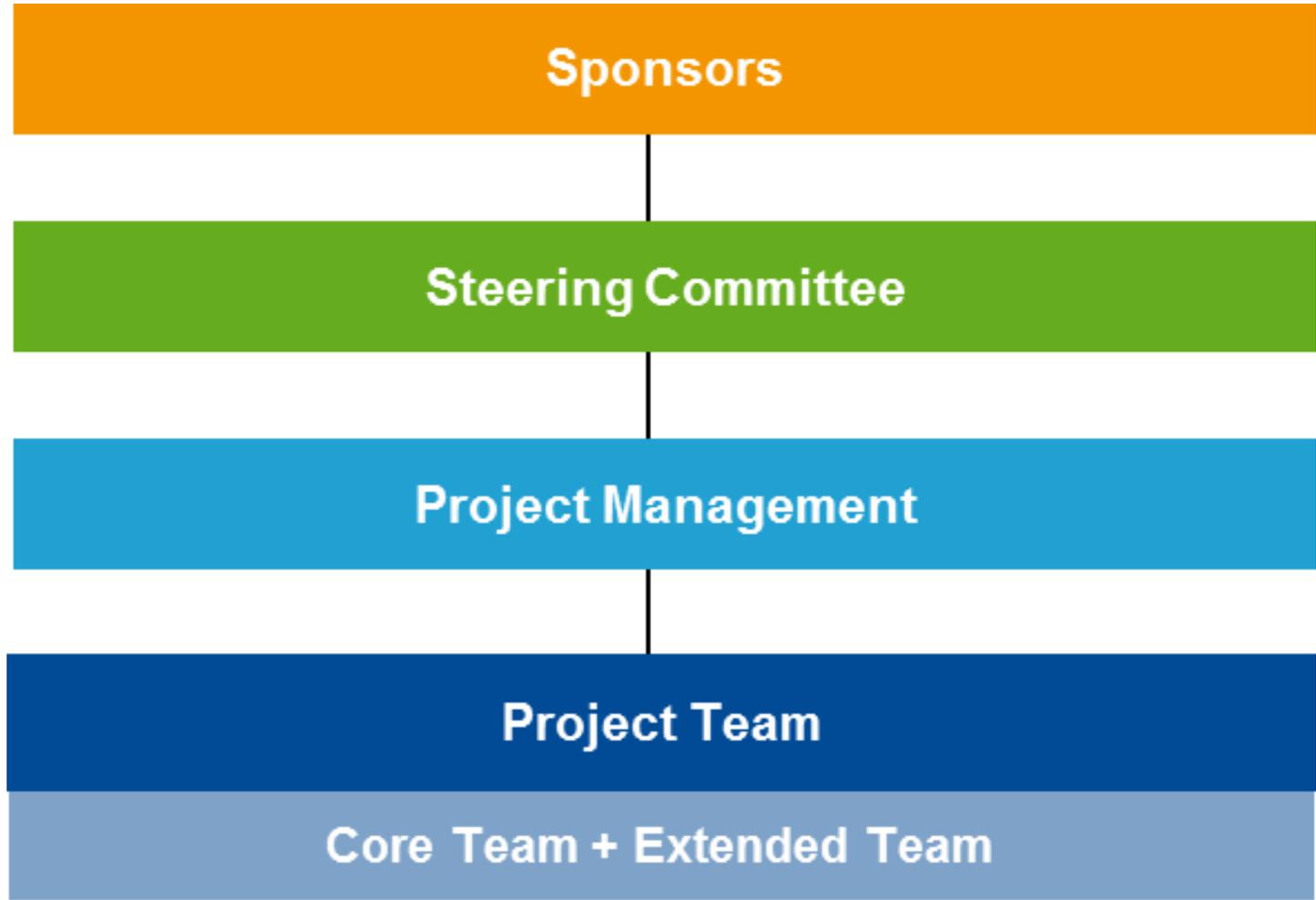
Communication channels (external/internal)

Media relations such as press releases & conferences, radio, web TV, targeted print such as internal and external newspapers & magazines, internal news channels such as BASF today...

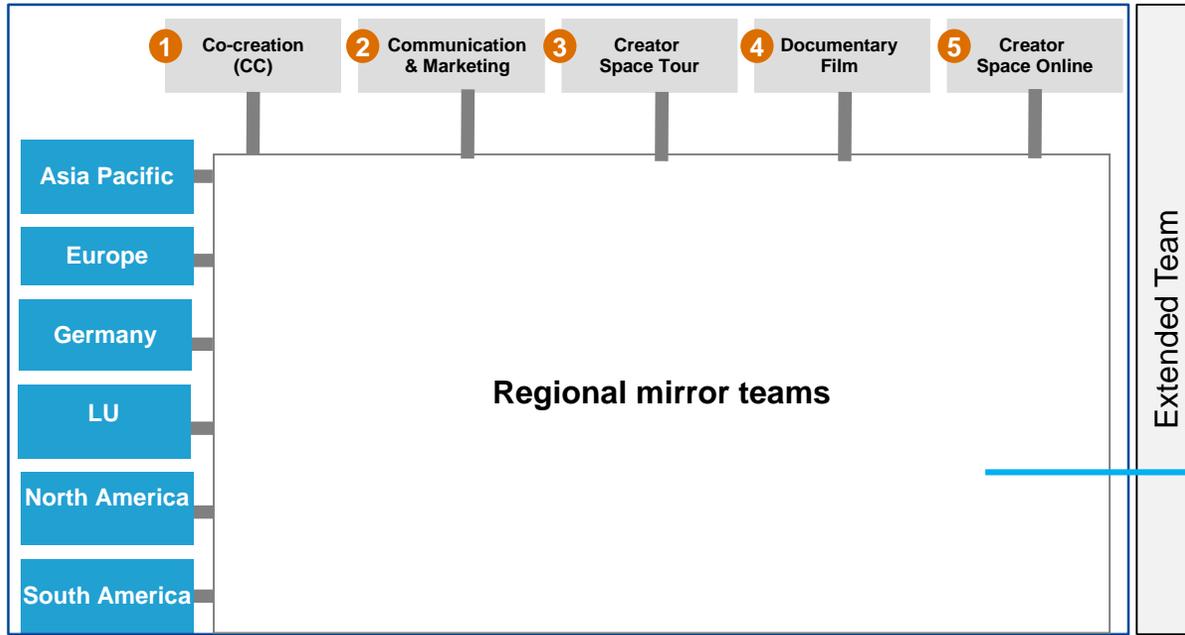
Social media (incl. blogs) / Online bannering

Creator Space online: always on
All activities and touch-points "nourish" the ecosystem

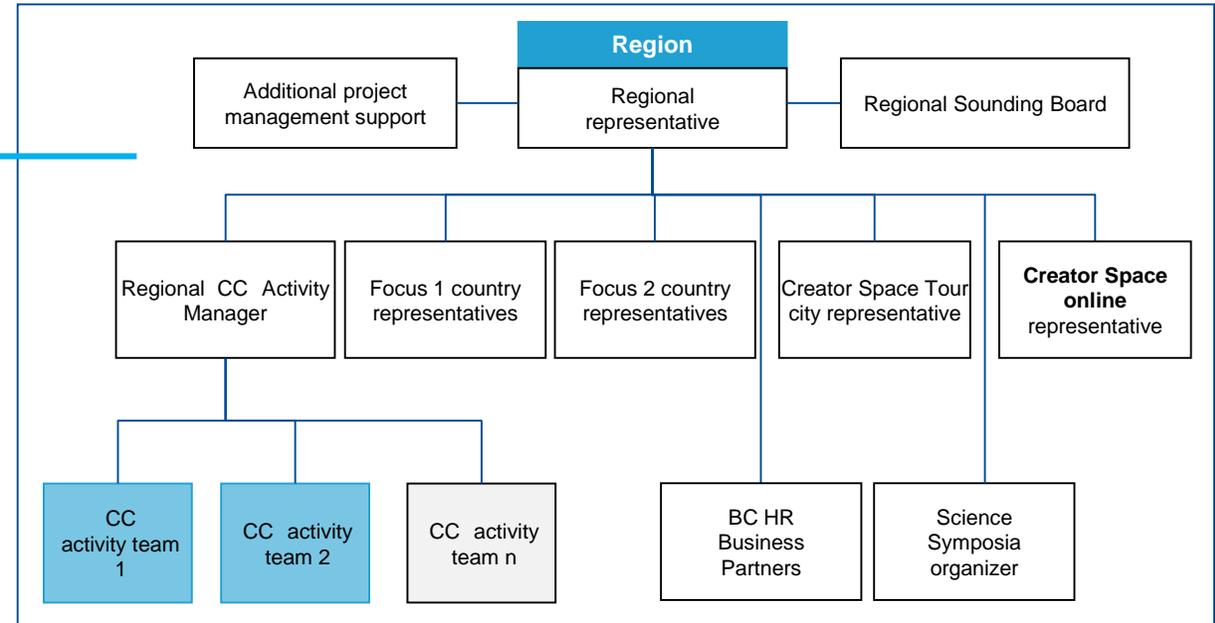
Organizational overview



Regional representatives drive program preparation at country and business level



Exemplary regional mirror team



North America Sounding Board

- Project 150 ambassadors - advocates for the program with focus on specific requirements of the region
- Motivate and engage all employees in the region to celebrate BASF's 150th anniversary to build pride in BASF
- Connect with customers and other external stakeholders to strengthen relationships and enhance reputation of BASF
- Provide guidance to the regional team to ensure that co-creation concepts support our regional priorities and are aligned with our 2025 strategy
- Ensure Project 150 has the necessary support and resources

Communicate and coordinate with specific business units, functions and competency centers; sponsor specific elements of Project 150 in the region

Our Vision for Success

- **Connect with customers** and other external stakeholders to strengthen relationships and enhance reputation of BASF
- **Recognize employees** for their contributions and strengthen the pride that our employees feel in being part of BASF
- Personally **engage stakeholders who shape thinking and influence purchase decisions** nationally and globally
- Have these **stakeholders “experience” BASF as an innovation leader** (in thinking and in action)
- Leverage press and social media to **gain broader visibility** across the regions

A Closer Look at 150 Events & Activities

150 Years – Anniversary Event



Merkel: Durch TTIP erspartes Geld in Forschung stecken

faz.net (dpa),
2015-04-23



Fortissimo – Der Chemiekonzern lässt zum Jubiläum die Moleküle tanzen

Handelsblatt,
2015-04-24



Jubiläumsfeier beim Chemiekonzern BASF

Das Erste,
Tagesschau 12h, 17h,
2015-04-23



„Ein tolles Stück Deutschland“

Die Welt,
2015-04-24

Mannheimer Morgen,
2015-04-24



BASF fête ses 150 ans avec un appétit sans fin pour la chimie

Les Echos,
2015-04-24



150 JAHRE BASF
Öl aus Libyen, Styropor und die Kompaktkassette

Der weltgrößte Chemiekonzern BASF hat seine Wurzeln in Ludwigshafen und feiert heute sein 150-jähriges Jubiläum. Ein unrühmliches Kapitel der Geschichte war die Nazi-Zeit. Ein Blick ins Konzernarchiv ab 1865.



BASF – ganz unverklärt

Börsen-Zeitung,
2015-04-24

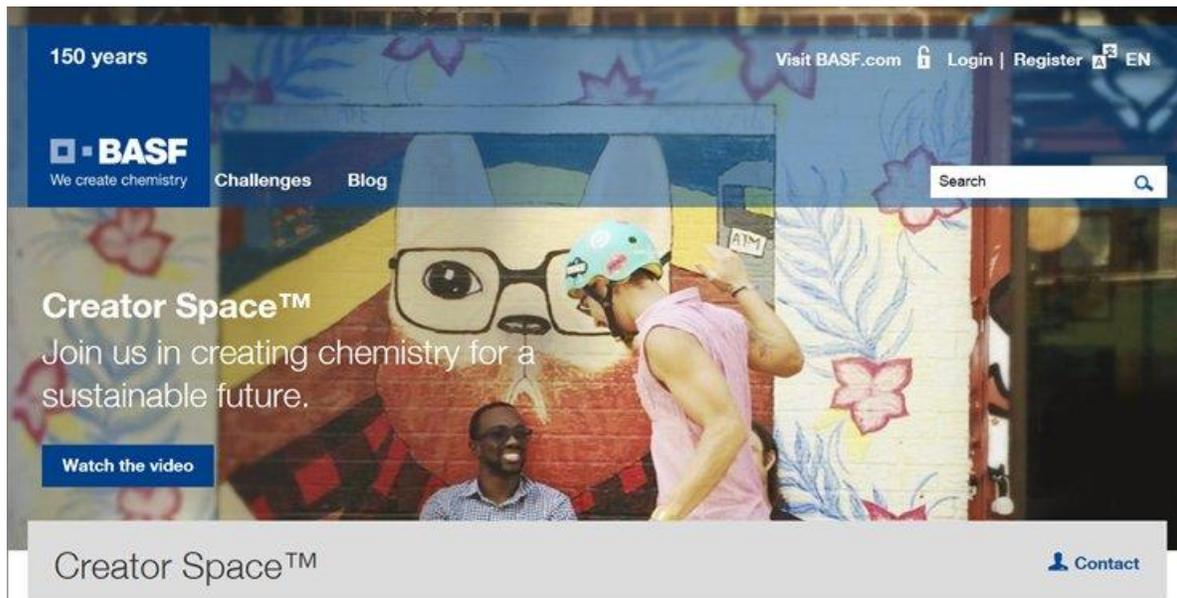


Eine Erfolgsgeschichte mit dunklen Seiten

Stuttgarter Zeitung,
2015-04-24



Creator Space online



Most debated challenges

[View all challenges](#)

Food

How can we avoid food loss?
#CS051

20 21

Urban Living

How can we ensure fresh water supply?
#CS031

16 14

Smart Energy

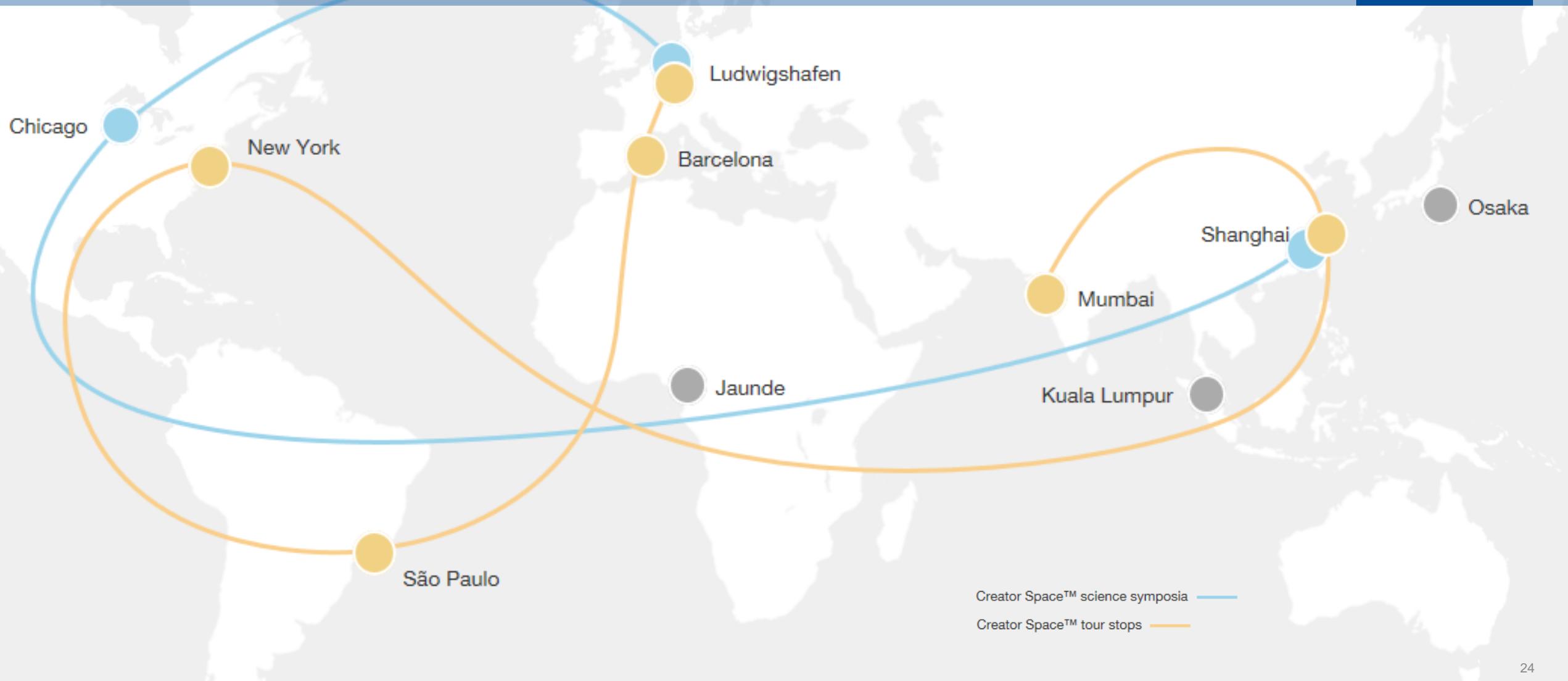
How can we reduce energy consumption?
#CS042

14 7



Creator Space tour

One red thread through anniversary



Creator Space tour

Summary of tour stops

City

Mumbai
India



Challenge question

Urban living / Water

How to improve access to safe affordable water through change in technology, policy and behavior in Mumbai Metro?

Shanghai
China



Urban living / Sustainable lifestyles

Our lifestyle choices shape the planet – Explore the meaning of urban life style choices for a sustainable future - what's your position?

New York City
USA



Urban living / Urban neighborhoods

How can city neighborhoods in Red Hook accommodate more people in the future and use fewer resources than today, yet offer better quality of life?

Sao Paulo
Brazil



Food / Food loss avoidance

How can we improve awareness and offer new management solutions to avoid food losses?

Barcelona
Spain



Food / Sustainable food consumption

How can the responsible food consumption contribute to develop a more sustainable city and a more sustainable society?

Ludwigshafen
Germany



Smart energy / Energy 2 go & Future energy systems

How to design the energy systems of the future to make sure that they are intelligent, flexible and sustainable?

Creator Space tour

Set-up

150 years



Creator Space tour New York

May 26 - 31, 2015

150 years

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Event Location:
Location 05



Creator Space tour New York

May 26 - 31, 2015



Theme:

New York City – Urban neighborhood development

How can city neighborhoods in Red Hook accommodate more people in the future and use fewer resources than today, yet offer better quality of life?

Challenges:

- **Habitat:** How can urban places be active contributors to resource conservation while remaining adaptable to future needs?
- **Citizenship:** How can the built environment support citizens to improve quality of life as people start to live closer and more concentrated?
- **Resilience:** How to make urban neighborhoods more resilient and affordable using advanced materials and systems?



Creator Space™ tour: New York

Event Schedule



*Amanda Burden – Keynote Speaker
Opening Event
May 26*



*Summit
May 26-27*



*Design Competition
May 28-29*



*Jamming Sessions
May 28 & 30*



*Cultural Activities
May 26-28*



*Customer Gala
May 29*



*Creative Challenge
May 31*

Creator Space tour New York

Event Overview



May 26-27: Summit: “How can urban neighborhoods be resilient, sustainable and great to live in”? Incl. media opening

- 2 day program with inspirational speeches and six workshop groups with guests from different stakeholder groups
- The challenges that were worked on during the workshops were around Habitat, Citizenship and Resilience using Red Hook as a case study neighborhood

May 26: Cinema Night “Urbanized”

- Opening remarks and panel discussion with director Gary Hustwit

May 27: Cultural Activity

- CORNERS - a series of multi-sensory tableau vivants by Emilie Baltz that reveal the way food inspires new connections within urban living

May 28: Public Jamming

- Jamming around the topic “What are innovative ways to create tomorrow's carbon neutral built environment?”
- Groups consisted of experts from the Urban Living value chain

Creator Space tour New York

Event Overview



May 28-29: Creatathon / Design competition

- Students and professionals co-created during a design competition on the challenge "How can we revitalize Red Hook's built environment to invite people to work, play, and move around better to improve urban living?"

May 28: Micro-Exhibition

- A micro-exhibition by Terreform ONE, a non-profit design group that promotes smart design in cities

May 30: ADIDAS Jamming

- Public jamming on what moving and movement in cities should look like in the future

May 31: Creative Challenge

- Student competition on the three challenges. Award ceremony at the space

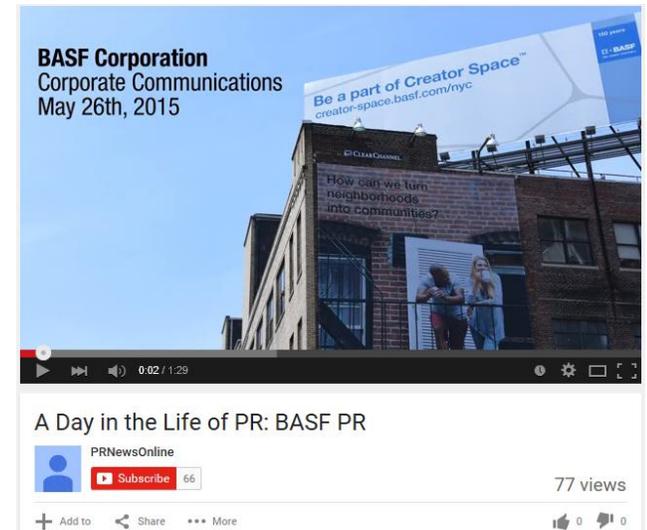


Creator Space tour New York

Communication highlights

- **Visual treatment for social media:** Quote Cards for Facebook, Twitter and Instagram
- **Audience engagement with #ChelseaCam:** Facebook and Instagram

- **Real-time audience engagement with polls:** Polls (four in total) were posted on the Creator Space NYC events page and then shared on North American Facebook page. Also shared on other social media platforms
- **Submission for PR News in Youtube:** “A Day in the Life of PR” video competition, received honorable mention



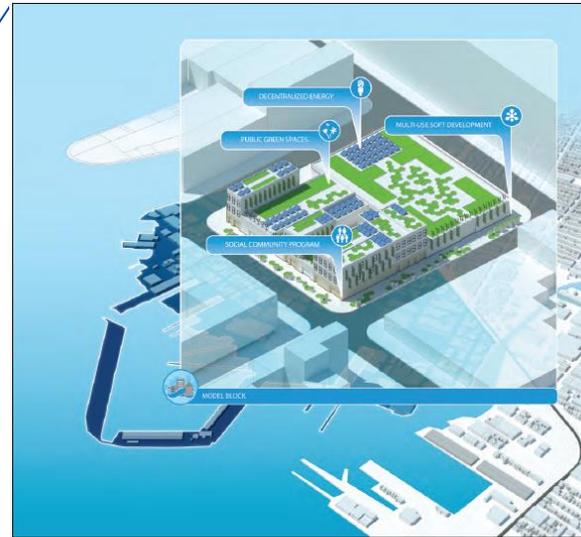
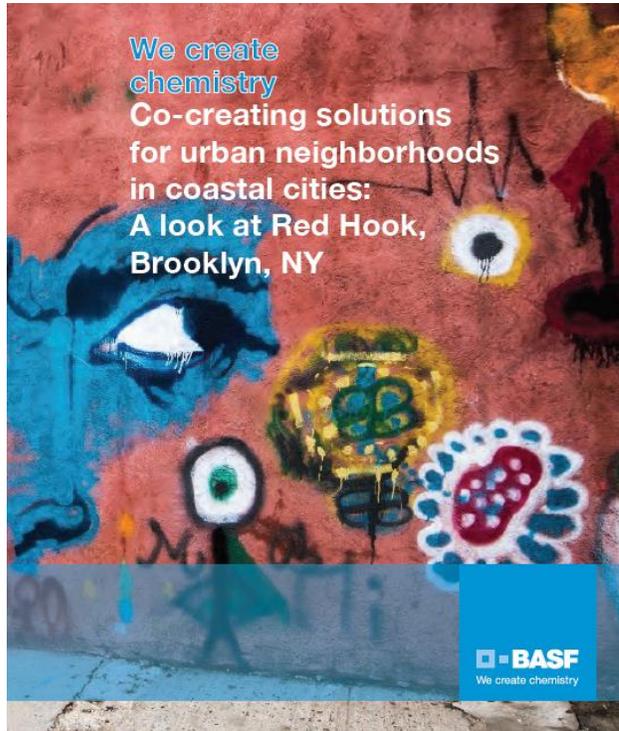
Creator Space tour New York

Creators Board

	Name	Organization / Function	Role in project
	Emilie Baltz	Experiential artist, director & educator	Artist for CORNERS exhibition
	Ronald Labaco	Marcia Doctor Curator of the Museum of Arts and Design (MAD)	Curator of overall cultural program, host of „Creative Challenge“
	Alex Washburn	Industry Professor for Design	Content consulting Speaker at summit
	Christian Hubert	Member of Terreform ONE board	Content consulting Speaker at summit
	Mitchell Joachim	Co-Founder of Terreform ONE	Content consulting Speaker at Design Competition
	Maria Aaiolova	Co-Founder of Terreform ONE	Content consulting Speaker at summit

Creator Space tour New York

White Paper - Outcome



- Idea 1:** Establish a network of green corridors
- Idea 2:** Create a coastal park
- Idea 3:** Establishing a center for job training & human services
- Idea 4:** Rethink red hook's public housing
- Idea 5:** Inspire with a model block

Published: March 17, 2016

150 years



Creator Space NYC Customer Gala



150 years

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Key Hand Off



150 years

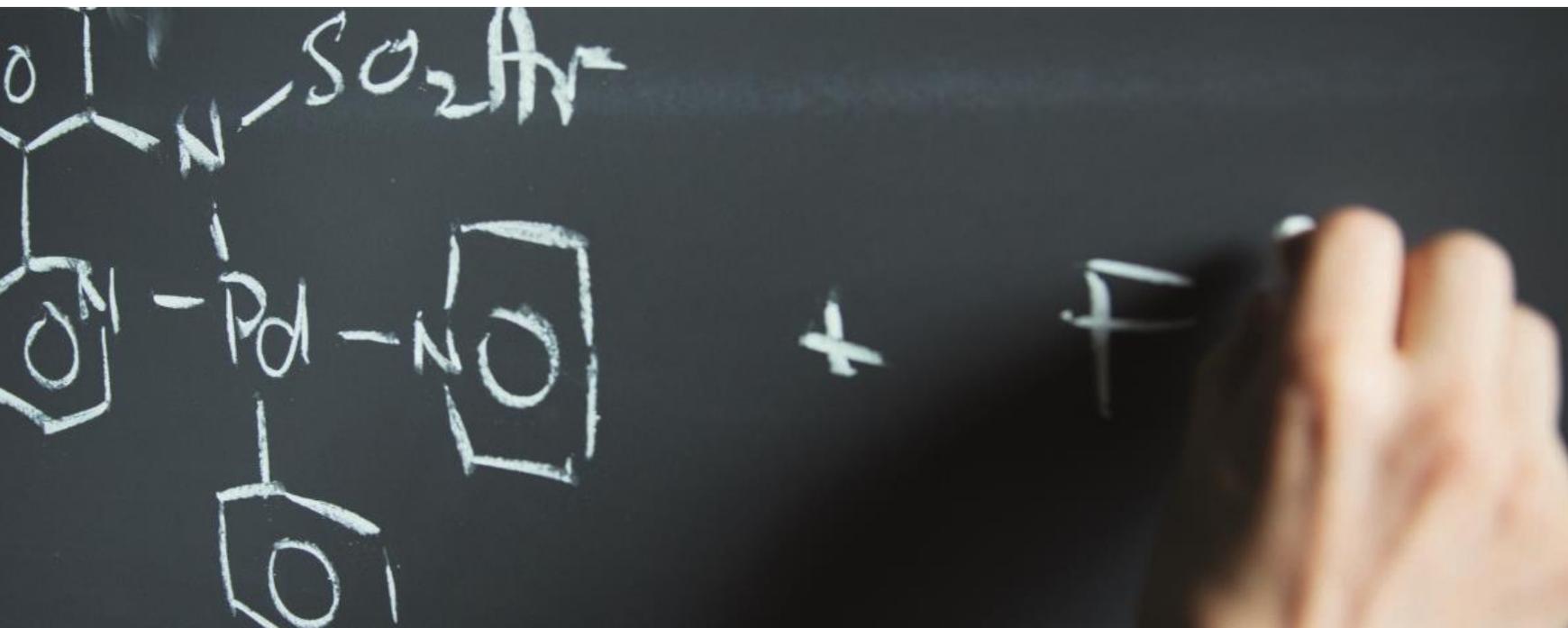
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Science symposia

Ludwigshafen: March 9-10, 2015 (Energy)

Chicago: June 23-24, 2015 (Food)

Shanghai: November 10-11 2015 (Urban Living)



How can we push the envelope to achieve smarter energy solutions?



Join Professor Yang Shao-Horn and other leading scientists in co-creating more efficient ways to generate, store and use energy. It's a collaborative event for sharing knowledge and perspectives.

Creator Space™ Science Symposium Ludwigshafen takes place from March 9-10, 2015.

Discover more at creator-space.basf.com/energy-symposium

150 years

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Science Symposium – Chicago

June 23-24, 2015

150 years

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Creator Space

Science Symposium

June 23-24, 2015, Chicago

Invitation



How Were Employees Involved?

Information & Resources for Employees

150 years



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Celebrating 150 years

Home
Employee Activities
Events Timeline

Overview

Celebrating 150 Years

The success of the BASF anniversary program depends on your contributions. Get involved. It's your ideas and creativity that make BASF special.

Various events, activities and celebrations will take place globally as well as throughout the region during 2015. Come celebrate!

🔗 [Download the brochure](#) (📄 pdf, 893 kb)

Read the news release, "🔗 [BASF celebrates 150th anniversary with an interactive program](#)"
 Read the article in *online reporter*, "🔗 [Celebrating 150 years of BASF together](#)"



Kurt Bock's Blog



BASF CEO Kurt Bock blogs about "A year long lab" - the background about Creator Space online. Join the discussion at:
 🔗 <http://on.basf.com/1znbQUU>
 #CSO150

NEW - Connected to Care

The global Corporate Volunteering Team Contest "Connected to Care" is open to management-represented employees who

Creator Space™ online



Creator Space Online is the place to get the latest information about all the events

Important Links

Employee event modules

Activity			Engagement Level	Main Characteristics
If-Wall	½ hour	Not specified	High	Ice breaker Fun Co-creation 
Quiz 150	¼ hour	20 +	High	Fun Competition 
150 years of BASF experience	20 min	50 +	High	Fun Icebreaker Competition
150 Icebreaker cards	¼ hour	Not specified	High	Fun Icebreaker
Me and BASF	½ hour	< 20	High	Fun Icebreaker 

Connected to Care – Global Volunteering Initiative

Welcome Shantala Bauer > User Profile > Logout

BASF.net | Sitemap | Contact English Search

BASF
The Chemical Company

Home The contest Contribute Projects worldwide

You are here: Home

Your idea, Your project, Your vote!

Take part in the Corporate Volunteering team contest "Connected to Care!"

Realize a project in your neighborhood together with colleagues, family members, friends, and club members - in cooperation with a non-profit organization.

Submit your proposal online as a team of two to five people. Your idea has to be consistent with one of the three anniversary topics "food", "smart energy" or "urban living" and needs to make a contribution to solving a social challenge.

Following the submission, all employees of the BASF-group worldwide will have the opportunity to vote for their favorite projects. The 150 most-voted projects will get financial support and additionally, every BASF employee will get one day off for the implementation of the project.

> **This is how it works.**

Contact BASF

Any Questions? Write us an e-mail:
volunteering@basf.com

Techn. Repsonisble

Technical Responsible

Phone.: +49 621 60 91878
E-Mail: edv-service.fashi@partners.basf.com

About Connected to Care

Here you can find the terms and conditions, the requirements and the different phases of the contest > more

Videos

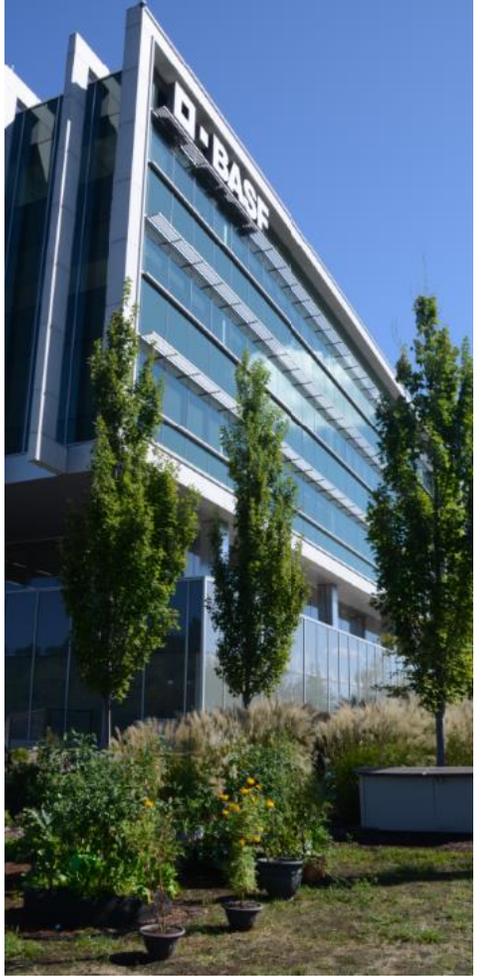
See video examples of BASF volunteering activities worldwide. Get inspired by our volunteers! > more

FAQ

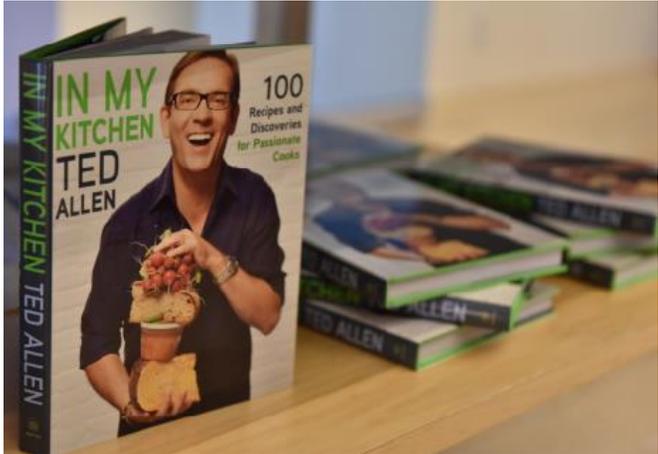
How can I participate? Who can join? Here you can find frequently asked questions > more

Help

Write us an e-mail: volunteering@basf.com



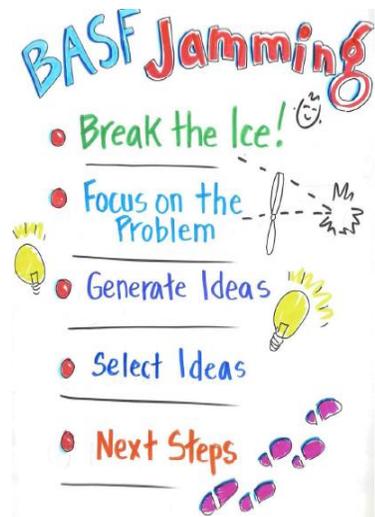
Meet a Personality



Employee Jamming Events

Event locations

- Houston, TX (March 18)
- Baton Rouge, LA (April 29)
- Detroit, MI (May 5)
- RTP, NC (May 14)
- Mexico City, MX (May 20)
- Toronto, CN (June 16)
- Florham Park, NJ (July 15)



North America's unique approach to Project 150

- Birthday party concept for all celebratory events to create similar look and feel
- Sales force engagement
- North America history supplement to accompany global history
- Created interactive mobile exhibit unit to engage with stakeholders at tradeshow and other events
- Employee Resource Groups planning events to support employee connection to anniversary themes



You're Invited!

Save the Date

North American Birthday Party

CELEBRATE 150 with food and dessert
from the Northeast, Midwest, Canada,
Mexico, Texas and Louisiana.

Thursday, October 1, 2015
11:30 a.m. - 2:30 p.m.
Florham Park Headquarters



Birthday Celebrations



What Was Achieved?

150 years

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Creator Space – 2015 at a glance

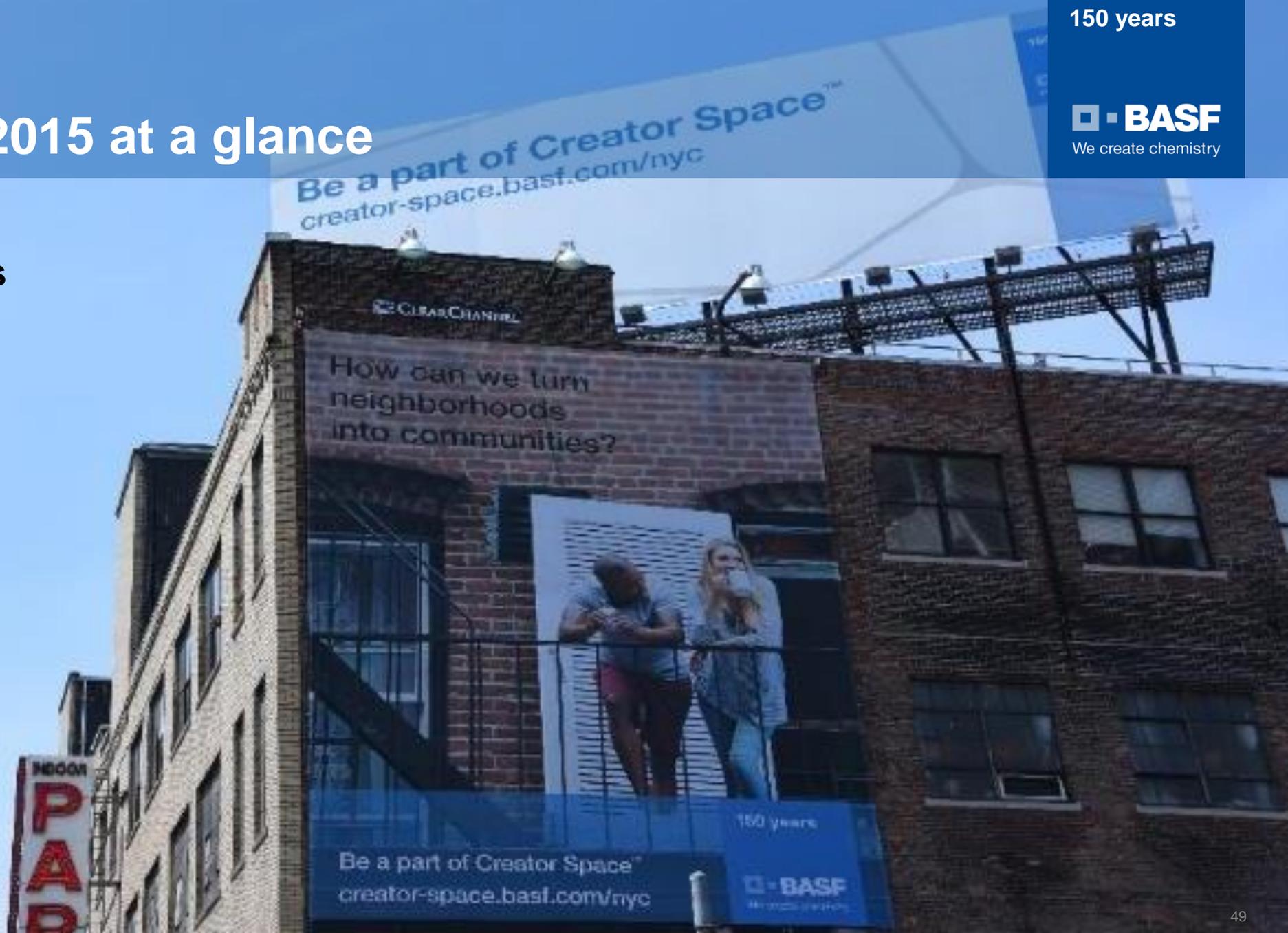
**50 co-creation activities
in 25 countries**

6 tour stops

3 science symposia

**Online system with
discussions
in 10 languages**

[Click for the video](#)



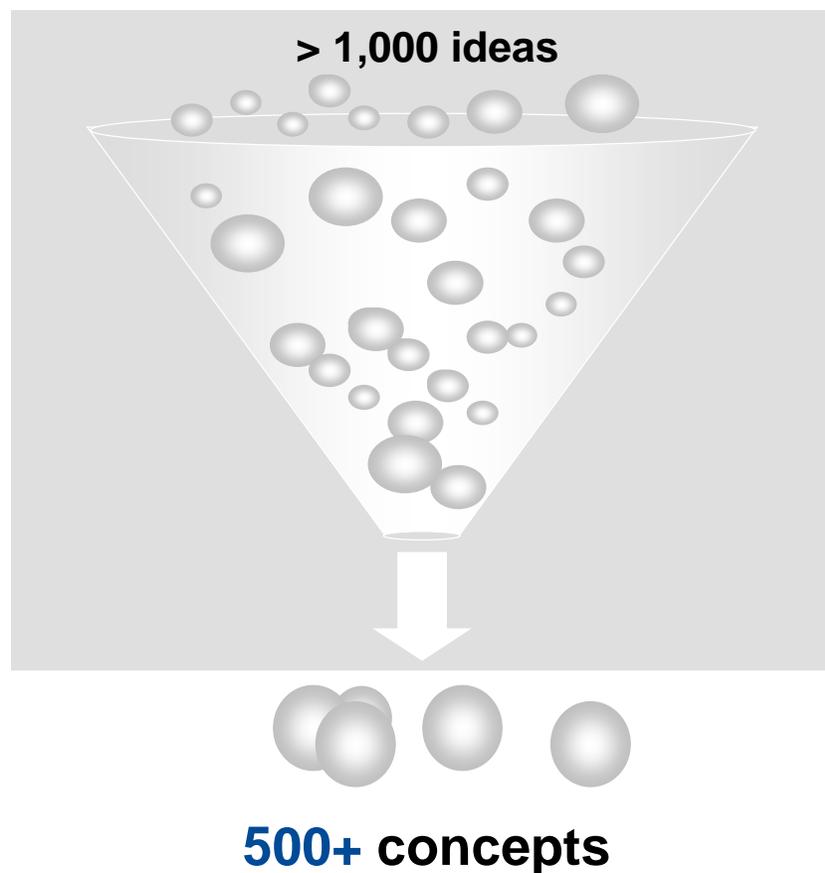
Creator Space – 2015 achievements

Stakeholder

10,000* external and internal people involved in Creator Space activities

4.5 million online visitors
12,500 users discussed online

900 joined in-class trainings & webinars for **8** co-creation and open innovation methods



Results

100+ projects for direct implementation
(short and mid-term)

67 landmark proposals
(long term)

Immediate wins with existing products
(additional sales)

Awards and attention by innovation and management literature

Highlights

150 years

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Literature

Harvard Business School Case Study

Kasturi Rangan

(Malcolm P. McNair Professor of Marketing)



Harvard Business Manager

Article on BASF – Daimler Buses Co-creation



IESE Business School Case Study

Professor Antonio Davila

(Alcatel-Lucent Chair of Technology Management)

Harvard Business Review Webinar

“You can’t Collaborate Unless You Agree on the Problem”

[link](#)

The European Business Review

Featured in the article “The Appearance of Innovation”

[link](#)

Awards

[Open Innovation Champions Award 2016](#)
for Energy Contest

[HR Excellence Award 2015](#)
for Corporate volunteering contest
“Connected to Care”

[Galaxy Awards 2015](#)
for Corporate Social Responsibility &
Community Involvement

[BASF Awards 2015](#)
for employee pitch winners



Video 2 – We Are Chemistry :30 sec

Connections are at the heart of our new claim “We create chemistry”

150 years

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How can you make creativity love efficiency?

Man's goals are sometimes at odds with nature. It is something we can work on though, which is why we are celebrating our 150th anniversary by co-creating solutions that will benefit both the world and all the people who live in it.

150 years

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Join the conversation at creator-space.basf.com

How can you make tomorrow love today?

The world is changing fast. To make sure that it is for the better, we are celebrating our 150th anniversary by co-creating innovative solutions that will help tomorrow's generation enjoy a better life and a more prosperous planet.

150 years

BASF
We create chemistry

Join the conversation at creator-space.basf.com

How can you help shrinking farmland love growing appetites?

With 10 billion people expected to inhabit the planet by 2050, the demand for food will increase. We are celebrating our 150th anniversary by co-creating innovative solutions that will help us grow more food on less land.

150 years

BASF
We create chemistry

Join the conversation at creator-space.basf.com

How can you make batteries love dancing?

The energy we need for everything we do is coming from batteries. We are celebrating our 150th anniversary by co-creating innovative solutions that will help us power our lives with clean energy.

150 years

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Join the conversation at creator-space.basf.com

How can you help people love rush hour?

By 2050, over 70% of the world's population will probably live in cities. That is why we are celebrating our 150th anniversary by co-creating solutions that will help cities of the future to improve the lives of their citizens, like public transport systems that support modern lifestyles.

150 years

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Join the conversation at creator-space.basf.com

150 years

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Join Creator Space and help to ...



Collaborate on solutions...
... for a sustainable future!



We create chemistry



THANK YOU!

For Assistance with Planning Your Milestone
Anniversary,
Please Contact, lisa@anniversary-university.com



ANNIVERSARY
UNIVERSITY®