Health Promotion in the BASF Group

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Management Conference 2008
Demographic Change – an important issue for BASF?
Background:
The population is shrinking in Europe and parts of Asia as life expectancy overall is rising.
Background:
Shrinking labor force from 2015 on – immigration not enough to halt this effect

Development of the labor force: Example Germany

[Millions]

-16.3 Mio. Sinking birth rate
+1.9 Mio. Increase of women and older workers
+7.1 Mio. Immigration (+200,000 p.a.)

Source: IAB, Nuremberg
"By 2020, one out of three members in the workforce in the E.U. will be over 50. How are society and industry preparing for this and for other aspects of demographic changes?"

Demographic Change

The world's population is growing older and families are having less children. This demographic change is far advanced, especially in the Western world. But isn't this process of change also be an opportunity? We believe it can, and that is why we are taking action – for our employees and for our company.

Society is aging, and the change is posing new challenges, many of which affect BASF. How can we continue to effectively achieve work-collaborations between pensioner and younger employees? What training opportunities are available for our employees? How can we succeed in both retaining competences and continuing to attract talented professionals, new job in the future? We believe performance and the ability to generate innovative ideas is not dependent upon the age or origins of our employees, but upon working conditions and their commitment. That is why we set up this GenerationWork program.

Extensive program for job, training and family

GenerationWork is being implemented in a number of different projects at BASF. Teams of employees look at how to optimise workplace design for the future, how to enhance career development for involved doctors, how to promote health in the workplace, and the best ways to shape work environments. We will try as be continue attracting and developing highly qualified employees and ensure the consistent training of junior scientists. We expect the tools and activities and give our employees the opportunity to act on their own initiatives.

Achievements: Learning Center and LaKidz

The Learning Center in Ludwigshafen is a successful example. It enables employees to engage in learning throughout their professional lives. Working lives are extended for all of us, making lifelong learning the more important. We can achieve our goal by forming the "Bast team in industry" only if we help all our employees to keep pace with the times. Another of our aims is to enhance the career-orienting training and work experience of employees. Through our day-care centers, such as "LaKidz," in Ludwigshafen, we assist parents in returning to work sooner after having a baby. Since 2001, employees at our Ludwigshafen site in Ludwigshafen have access to the child-care center called "LaKidz."

Projects of idea all over the world

The GenerationWork program was launched at the Ludwigshafen site and has now been extended to selected BASF companies in all regions. We recognised the opportunities of social change early on and are now setting the scene for a successful future.

BASF Takes Action

- GenerationWork: a programme to secure our knowledge and data for the future generation
- Our goal: to support employees and secure market position with a qualified team
- Worldwide implementation of GenerationWork at selected sites throughout
- Together with partners: we establish local teams to promote GenerationWork

In 2001, BASF employees in Ludwigshafen were the first to use GenerationWork.
The workforce is getting older: today 55% are between 35 and 50 years old – in 2023 this majority will be 50-65 years old.
Demographic risk due to age structure varies greatly.

**Age structure and demographic risk of selected BASF-sites in Europe**

- **Balanced – no risk**
  - Example: Wintershall AG Kassel
  - Comparable: Coatings Spain, BASF Antwerp

- **Youth centered – medium risk**
  - Example: Tarragona

- **Compressed – high risk**
  - Example: BASF SE
  - Comparable: Coatings Münster, Coatings France, Elastogran Lemförde

- **Age centered – very high risk**
  - Example: Schwarzeide
  - Comparable: Wintershall Barnstorf
The greatest need for action is on the Ludwigshafen site: high risk externally and internally – at the same time, the largest site.
The GENERATIONS@WORK programme plans all areas of action early on and enables BASF to face up to demographic change.

**Effects of demographic change**
- Sites with a shrinking number of potentially employable people in the surrounding area
- Increasing life expectancy and longer working life
- BASF: older employees, fluctuating need for replacement

**Areas of action in BASF**
- Employability
- Recruitment
- Productivity
- Company pension
- Social responsibility
- Cultural change

GENERATIONS@WORK
Aims of the GENERATIONS@WORK programme

Employability
- BASF employees are physically and mentally fit right through to retirement age – as a result of targeted measures by the company and their own initiative.

Cultural change
- As the result of a fundamental change in how we deal with aging, we are creating a motivating working environment for all generations.

Social responsibility
- Our social responsibility helps us to identify and realise the opportunities of demographic change in the surrounding area.

Sustainable recruitment
- We are an attractive employer in all relevant employment markets; we train continuously and appoint innovative management trainees.

Competitive productivity
- Our productivity and innovative power remains competitive on the international stage even with an increasing average age.

Financing of pensions
- The company pension scheme remains on a sound financial footing and will be safe in the future.
## Structure of the GENERATIONS@WORK programme

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<th>Project</th>
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<td>Sustainable recruitment</td>
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<td>Productivity</td>
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<td>Financing of company pension scheme</td>
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<td>Cultural change</td>
<td>Communication &amp; Change Management</td>
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<td>Social responsibility</td>
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Global Health Management

Occupational Medicine and Health Protection

BASF
The Chemical Company
15 centers of Excellence:

1. Organization and Management
2. Biomonitoring
3. Documentation and Biostatistics
4. Epidemiology
5. Emergency Medicine and Disaster Preparedness
6. Environmental Medicine
7. Ergonomics and Rehabilitation
8. Health Promotion
9. Human Toxicology and Product Stewardship
10. Occupational Dermatology
11. Occupational Pulmonary Diseases
12. Reproductive Health
13. Alcohol and Drug Abuse, General Psychiatric Medicine
14. Health Management for Expatriates and Travelers
15. Occupational Diseases
Identification (e.g. risk factors, chronic diseases, target groups for health promotion initiatives)

- (Occupational) medical Health-Checks
  - ~ 30,000 each year
  - Electronic database
    - > 360,000 medical records within the last 10 years
  - Individual intervention

- Global Employee Opinion Surveys (HR Depmt.)
  - ~ 50,000 each year
  - Electronic database

Target groups: Health promotion/intervention activities

More than 160,000 participants within the last 30 years
Generations@Work – Health Management

"Vision 2010 – Responsibility for Health":

- BASF is the global leader in the application of modern occupational medicine knowledge and methods to the benefit of its employees, neighbors and customers.
- All the BASF group companies maintain the same high standards of occupational medicine and health protection.
- BASF employees have a high personal awareness of health.
- Work-related diseases no longer occur within BASF.
Intervention: Selected Health Promotion Campaigns and Activities at BASF

Global Non-smoking Campaign “Smoke-Free 2008”
The High-Blood-Pressure Campaign 2007
The Diabetes-Screening Program 2006
The Obesity Intervention Program 2005
The Reproductive Health Initiative
Recommendations for managing work-related stress
KEAP – Key Executive Annual Physical

女职工健康促进活动
Results: Return on Invest of Selected Health Intervention Activities of BASF

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<tr>
<th>Activity</th>
<th>Return on Invest</th>
<th>Scientific Paper</th>
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<td>Colon-Cancer Screening</td>
<td>1:10</td>
<td>Webendörfer et al., DMW 2004</td>
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<tr>
<td>Diabetes Screening</td>
<td>1:15</td>
<td>Value Based Management Practice Group 2006 (BASF) and Oberlinner et al., Public Health (eingereicht)</td>
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</table>
Résumé: Workplace Health Promotion is of value for employees and companies:

1. Business Case
2. Corporate Social Responsibility (CSR)
3. Positive Image of Company
Internet: corporate.basf.com
Thank you for your attention!

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