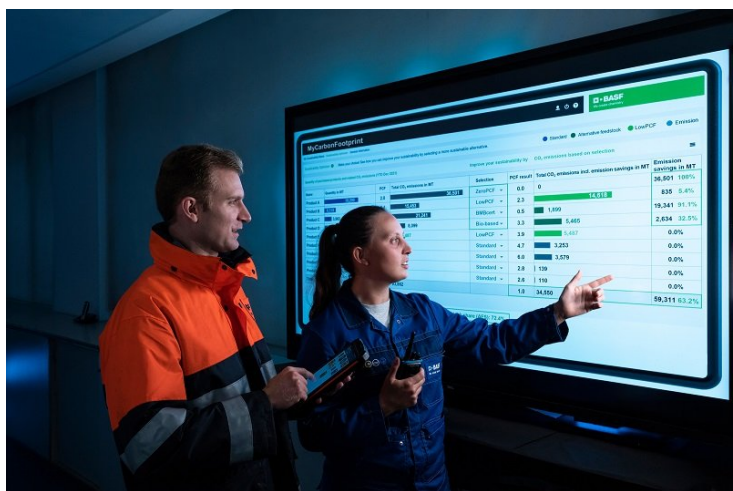


BASF launches MyCarbonFootprint dashboard for sustainable procurement

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Comprehensive insight for customers into sustainability status of their individual purchasing portfolio at BASF



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BASF has released a new digital application designed to help customers gain a better overview of the sustainability status of the product portfolio they purchase from BASF. It also helps customers identify the best BASF solutions to reach their sustainability targets with regard to CO₂ reduction and/or use of renewable raw materials.

The app called MyCarbonFootprint contains data on over 700 selected large volume BASF products, including pharma ingredients, amino resins, butanediol and derivatives, acids, polyalcohols, acetylenics, carbonyl derivatives and amines. It is initially available to certain BASF customers who purchase products included in MyCarbonFootprint. Currently, more than 50 customers are already using the app.

Customized overview for each customer

MyCarbonFootprint informs customers about the individual cradle-to-gate product carbon footprint (PCF) of the BASF products they purchase. The app furthermore indicates the share of renewable raw materials used in the manufacture of these products. The data is presented in a customized way for each customer: Depending on the purchased quantities of a selected product, MyCarbonFootprint calculates the CO₂ emissions, the product carbon footprint and the share of renewable raw materials according to the respective customer's purchasing portfolio at BASF.

Optimizing the carbon footprint and renewable raw material share

With the help of MyCarbonFootprint, customers can determine how adjustments in their purchasing portfolio affect their sustainability status in terms of CO₂ emissions and the use of renewable raw materials.

For example, MyCarbonFootprint calculates the potential reduction in CO₂ emissions when a product variant with a lower carbon footprint is selected instead of the previously purchased product. MyCarbonFootprint also shows BASF customers various alternatives to increase the proportion of renewable raw materials in the value chain by choosing a suitable product variant.

“We developed MyCarbonFootprint to create the transparency that our customers need to pursue their CO₂ emission reduction goals and to select the best sustainable product variants from the BASF portfolio to achieve their desired sustainability positioning,” explains Niels Mäüller, Global Strategic Marketing, Operating Division Intermediates, BASF. A team lead by Mäüller invented the innovative IT tool and developed it to market maturity.