



We create chemistry

MOVING FORWARD WITH FARMING – THE BIGGEST JOB ON EARTH

Let's move forward together

BASF applies its expertise to help combat problems that negatively impact people's health and quality of life. This is part of our Sustainability Commitment, to empower people to help themselves and leave a positive legacy for future generations.

Established by our employees in Argentina, Vamos por nuestro país (Let's Go for Our Country) communities help to control, monitor and treat Chagas, a serious tropical disease.

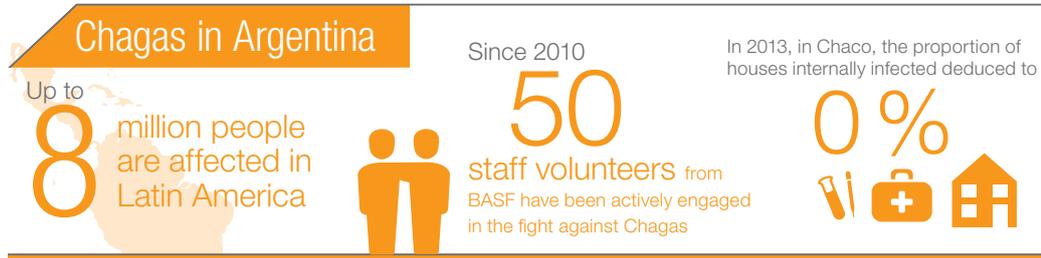
We pledge to share our expertise and know-how. We know that there is more to do. We are committed to continuing this journey.

“Vamos por nuestro país” – (Let's go for our country)

Leaving a positive legacy for future generations.

■ Chagas – a disease of poverty

The “kissing bug” might sound harmless, but this is an insect whose bite can be dangerous, if not deadly. It carries the parasite that causes Chagas, a disease that starts with swelling of the eyelids, fever and fatigue, but can lead to malnutrition, cardiac disorders and even heart failure. It is considered primarily to be a disease of poverty, but there have also been significant numbers of cases in Europe and the United States, caused by travel and blood transfusion.



■ Eight million affected in Latin America

According to the World Health Organization, *triatoma infestans* – to give the insect its scientific name – is endemic in many areas in Latin America, where up to eight million people are affected.

One example is Chaco, a province in the remote north east of Argentina. Here, the small town of Concepción del Bermejo is home to around 10,000 people, many of whom live in extreme poverty with inadequate access to clean water, healthcare, education and decent housing. The incidence of Chagas is high among adults and children, with many of the 170 rural dwellings and a large number of the 1,900 urban homes infested by the blood-sucking insects.

“Our experience of working together with BASF on the program has been extremely positive: We have developed a working team with different strengths and capabilities who learn from one another. We achieve effective and sustainable results through a genuine public-private partnership. This is a true Corporate Social Responsibility model, based not on charity but on the concept of shared value where each of makes a contribution. This is a win-win not just on assistance but on the concept of shared value where each partner makes an important contribution. This is truly a win-win.”

Ricardo Hara, President Solidagro

■ Our commitment

At BASF, we foster a culture of continuous improvement where our employees are encouraged to think outside the box and develop innovative solutions to the problems they see around them. Since 2010, 50 staff volunteers from BASF Argentina and their families have been actively engaged at Concepción del Bermejo in the community-based project, “Vamos por nuestro país”.

In cooperation with the National Chagas Disease Program of the Argentinian Ministry of Health, BASF is not only supplying its product, Fendona® – an insecticide that can safely be sprayed inside homes – but importantly, key expertise and know-how.



The insect that can cause Chagas, the so-called “kissing bug”.

■ Fostering understanding and building partnerships

A vital part of the program is to increase people’s understanding of Chagas, to encourage the proper use of medicines and the insecticide, and to foster active community engagement. BASF is part of a network of strategic partners, including the regional government, institutions in the town such as the hospital and school, and Solidagro, an NGO specializing in local development.

The team delivers training courses for local people, explaining how to stop the bugs from breeding inside their homes and contaminating food and kitchen utensils. The goal is to achieve a self-sustaining project that will continue to grow and flourish, outreaching to other communities in the future.

“Everyone in the town feels like the support helps ‘own’ the program. This is the the most powerful part of the Chagas Program. BASF support helps empowers our people. Company support goes well beyond just providing products – BASF provides training and is generous about sharing its expertise and knowledge”, says Julio Silvero, Technical Coordinator of Vector Control, Municipality of C. del Bermejo.

■ Sharing best practice

An innovative online management system has been developed to monitor progress while the knowledge gained is being shared with other municipalities, provincial authorities and NGOs to produce a joint study of best practices.

The results so far have been encouraging. The proportion of houses in the rural areas which are infested on the external structure has reduced from 17.9 percent in 2010 to 2.9 percent while the level of infestation for house interiors dropped to zero percent in 2013.

“We moved by using our shared experience, our training, our professional backgrounds and our passion for helping others in poverty-stricken areas to improve their quality of life.”

Marcelo Hoyos, Technical & Marketing Manager
Product Stewardship, BASF Argentina



Pictured in 2011 are Diego Lopez Casanello and Marcelo Hoyos from BASF Crop Protection LASE*



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