



We create chemistry

MOVING FORWARD WITH FARMING – THE BIGGEST JOB ON EARTH



Let's move forward together

While farming is the biggest job on earth, farmers are not facing the challenge alone. We support productive, sustainable agriculture, allowing farmers to protect the land they hold in trust for future generations while meeting the demands of modern society.

We pledge to:

- Invest in the right solutions to enable farmers to grow more quality food, more efficiently.
- Share our expertise to help farmers to make a better life for themselves and their communities.
- Never compromise on safety to allow farmers work in a safe environment and produce safe, healthy food.

In everything we do, we will play our part in leaving a positive environmental inheritance.

We stand shoulder to shoulder with farmers. Together, we will move forward on our journey.

Chemistry in Life: “Quimica na Vida” Bringing chemistry to the next generation

■ Modern farming is technical

Modern and sustainable agriculture demands technical expertise. Apart from feeding the world, today's farmers need to be mechanics, chemists, computer experts, botanists, bankers, lawyers, and international trade specialists!

As a leading chemical company, we are committed to fostering scientific literacy amongst young people and sharing our knowledge. Our goal is to inspire the next generation of farmers and invest in strengthening rural communities.

■ Educating the farmers of the future

In Brazil, our socio-environmental education program, Chemistry in Life (Quimica na Vida), was first set up in 2005 as a pilot. The program has since expanded to reach over 4,000 students each each year, totalizing more than 70,500 people benefited (including children, parents, and teachers).

Emphasizing the importance of sustainability, Chemistry in Life targets junior elementary school children, showing them how to manage risk, take appropriate precautions, and prevent accidents with chemicals, poisonous plants and venomous animals. We begin, of course, by engaging with teachers but we also actively encourage parents and other community stakeholders to get involved.

■ Hands-on learning for students

The children explore chemistry with their teachers through safe, hands-on experiments, coupled with interactive Q&As, games, quizzes and demonstrations. They learn how chemistry is all around the farm and part of normal, everyday life.

The program is independently reviewed and certified for inclusion in the school curriculum while the knowledge acquired by the students is evaluated on an ongoing basis through tests and presentations at the annual science fair.

“Chemistry in Life has developed strong environmental awareness amongst both students and teachers.”

Fernando Castilho,
Teacher at School Mario Beni

■ Engaging with teachers

Teachers attend face-to-face training workshops over a period of six days, covering basic environmental education with an emphasis on the safe use of crop protection products, and guidance on how to prevent accidents.

Each participant receives a brochure, DVD and Handbook for Student and Parent Assessment from BASF as well as free, high-quality teaching resources, suitable for the age group of the children, including a quiz, lesson plan and activity book, developed by independent educational partner, AKKRO-Environmental Management.



■ Success built on partnership

Chemistry on Life is built on specialist expertise and strong partnership:

- RH e Responsabilidade Social Fazendas Labrunier identifies new school partners, provides local support, and monitors the farm-based program activities.
- BASF develops the technical content while AKKRO-Environmental Management develops pedagogical materials for teachers to use with the children in the classroom.
- Independent evaluator, RTV assesses the effectiveness of the program.
- The BASF technical sales team recruits customers to join the program and provides practical support by demonstrating good practices and promoting BASF as a Responsible Care company. Volunteers also help at the annual science fair as well as the program kick off and closing events.

“The project fosters relationship with customers and clearly demonstrates how socio-environmental demands and business can work together in harmony.”

Ivan Faccioli, RTV

“Education is the catalyst for change. According to all the participant teachers, this project has delivered very positive impacts.” Luciano Jean Arcanjo, RH e Responsabilidade Social Fazendas Labrunier



Pictures from the BASF program Chemistry in Life (Portuguese: Química na Vida) at the Mario Beni school.

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