



# BASF's Safety Campaign "Safety Champions"

 **BASF**

The Chemical Company

# BASF's campaign safety champions: Overview



# BASF's campaign safety champignons: Develop a shared attitude

## **Strengths:**

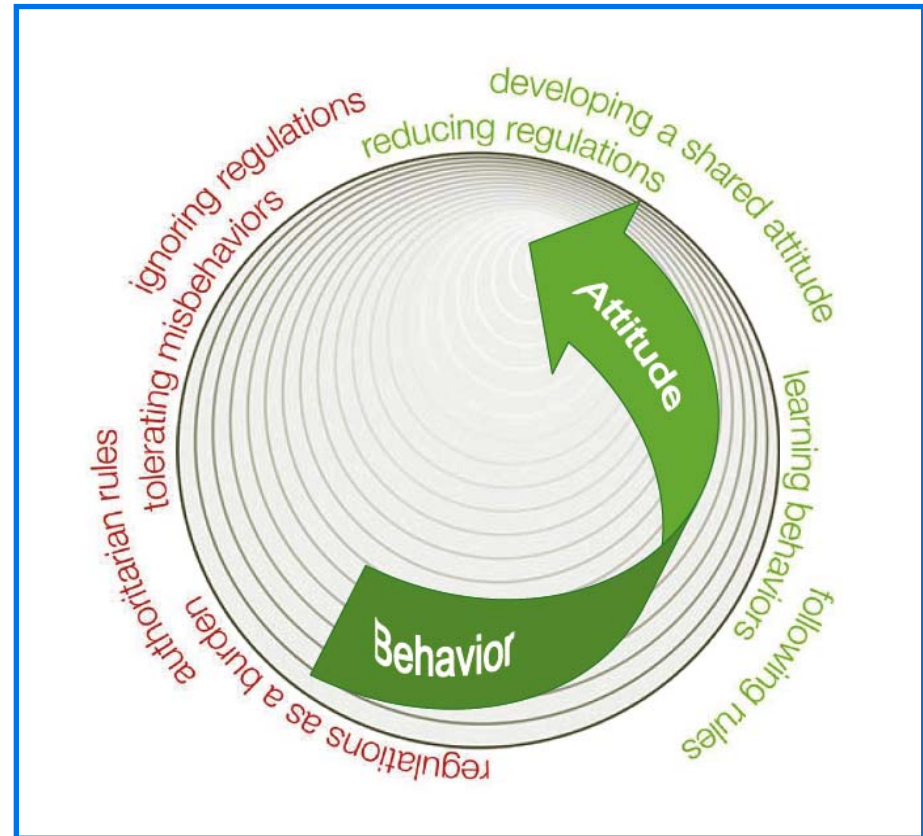
Safety rules  
Task orientation

## **Potential for Progress:**

Safety attitude  
People orientation

## **Framework for change:**

Appreciation and trust  
Consequence



# BASF's campaign safety champions: Visible leadership



Our management demonstrates credible and visible commitment to safety. They set a good example, make safety a priority value and ensure clarity in all matters relating to safety.



Our employees are involved in safety with and for each other and contribute to their knowledge and experience. Our management involves employees in safety-related processes.



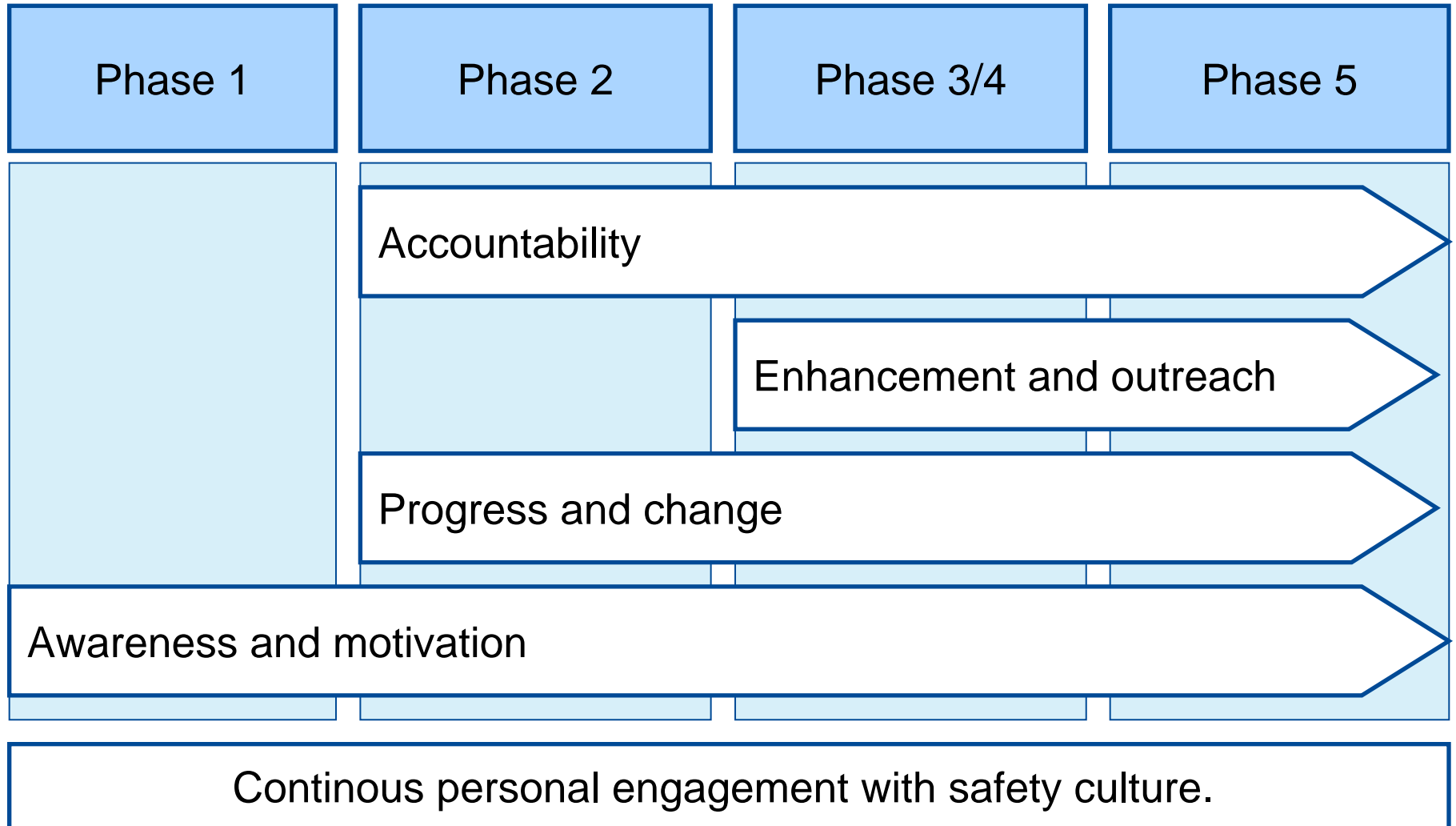
We behave in a safe manner and are responsible for our own safety and the safety of others. We comply with the applicable rules and regulations, act in a risk-conscious manner and, respond to hazards and learn from mistakes.



Our management and employees speak openly about safety within a climate of trust across the organization. At the same time, we promote Learning processes, respecting knowledge and experience.



# BASF's campaign safety champions: Implementation



# BASF's campaign safety champions: Global integration

Major sites in 2009

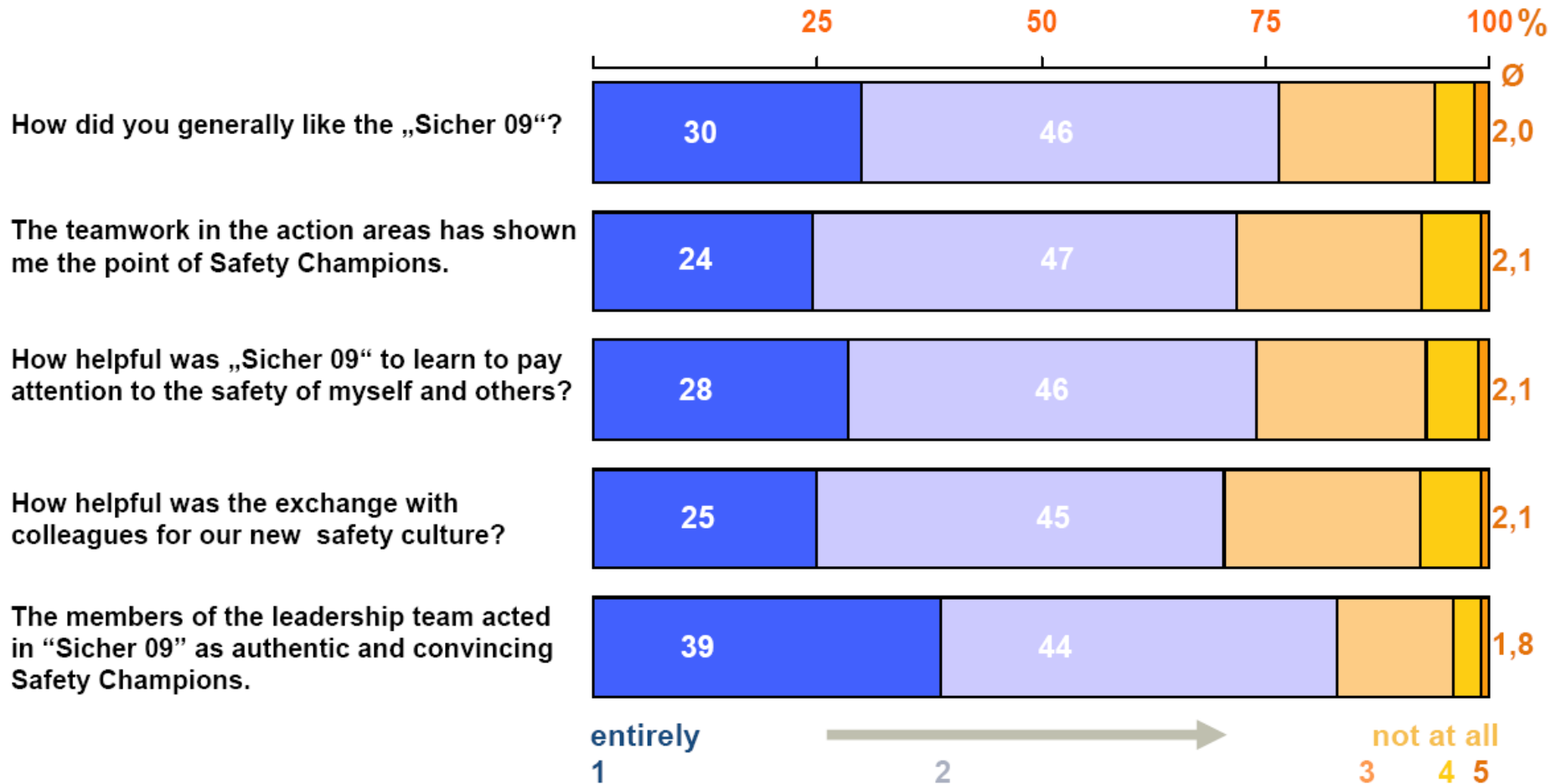
Verbund sites in 2008 – 2009  
Europe 2009 – 2010



All major sites 2008

All major sites 2008 – 2009

# BASF's campaign safety champions: Evaluation results



completed questionnaires: 61 %