

Human Resources

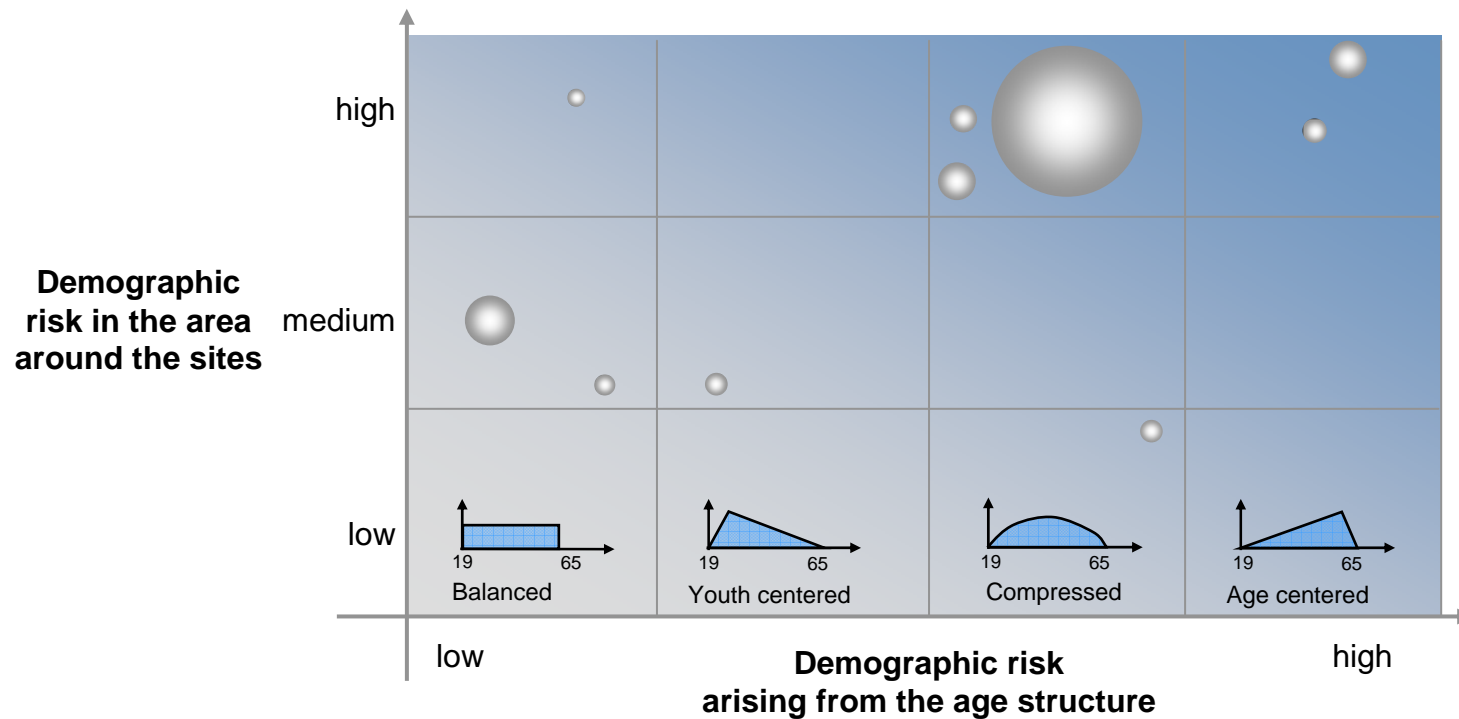
Demographic Program Generations@Work



To successfully meet the challenges of demographic change

The greatest need for action is on the Ludwigshafen site: high risk externally and internally – at the same time, the largest site

Demographic portfolio of selected BASF site in Europe



● Circle size: Number of employees

The Generations@Work 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

Sustainable Recruiting

Productivity

Social responsibility

Cultural change

Generations@Work



Generations@Work: Measures address work environment and individual behavior

Generations@Work

Working conditions

- ▶ Work flow and process
- ▶ Ergonomic measures for the workplace
- ▶ Working time models
- ▶ Qualification programs

Employee self initiative

- ▶ Raise attention for demographic consequences
- ▶ Health checks, fitness initiatives
- ▶ Take responsibility for own future career development

Examples of successful implementation so far

1 Ergonomics-check

2 Health-checks and individual health coaching

3 Health-oriented leadership trainings

4 Learning Center

5 Balancing work & family

6 „Offensive Bildung“

Lifelong learning! Example: Learning centre



Secure Employability

- Individualized, age-specific advice on learning and coaching
- Modern technology and different learning environments
- Time and location independent learning with the European learning Portal
- Wide range of different learning media and seminars
- Joint learning events on practical topics bring young and old together

Secure Employability! Example: Preventive Health management



Strengthen **personal responsibility and motivation** of employees to care for their health



Early detection of diseases and risk factors with health checks



Tailor made health programs to provide advice and support to employees

Preventive Health management

Link in **multipliers**



Anchor **health oriented leadership** in the BASF Leadership Compass

Sustainable Recruitment! Example: Vocational training in BASF



Investment in knowledge = Investment in the future

- BASF secures its knowledge base and innovative ability by strong engagement with approx. 3000 apprentices in Germany
- Investments of approx. 60 mil. € p.a. for vocational training within BASF SE and in the Verbund in the Metropolregion Rhein-Neckar
- Supporting for underprivileged youth with the initiatives “Start in den Beruf” as well as “Anlauf zur Ausbildung”
- Early practical experience with internships for scholars

To be an attractive employer! Example: Combining career and family

Day care / LuKids adhoc



Hertie-Audit
Job and family



Flexible working time
models, tele working,
reintegration talk

Childminder network



Job and care

Parents' network

BASF Global Family /
Summer holiday program / care for
children and youth