



CLIMATE CORPORATION,  
SUBSIDIARY COMPANY OF BAYER



**BDI**  
The Voice of  
German Industry



GERMANY

# Digital Farming: Climate FieldView™



## RELATED SDGS GOALS



## PRIMARY COUNTRY

worldwide

## 1 OUTLINE OF A PROJECT/ GOOD AND SERVICE

The future of farming will be driven not just by better technologies, but by better understanding how to combine these in smarter and ever more efficient ways. This is where digital farming comes into play. With Climate FieldView™ the Climate Corporation developed the industry's leading digital agricultural platform that offers farmers a comprehensive and connected suite of digital tools. Farmers gain a deeper understanding of their fields and can optimize management decisions quickly and efficiently. This helps growers reach their yield potential, while minimizing excessive application of crop inputs.

## 2 IMPACT ON SOCIETY

The project accelerates farmers' ability to increase crop yields in a more sustainable manner. It simplifies the planning effort, lowers the amount of crop protection product applications, reduces the risk of wrong applications and achieves better prevention of pests and diseases.

### ABOUT US

Bayer AG is a global life science company with a more than 150-year history and core competencies in the areas of health care and agriculture. The company contributes to finding solutions to some of the major challenges of our time. In fiscal 2017, Bayer has sales of EUR 35.0 billion, capital expenditures amounted to EUR 2.4 billion, and R&D to EUR 4.5 billion. Bayer has around 118,200 employees worldwide.

### URL

<https://www.media.bayer.com/baynews/baynews.nsf/id/Bayer-expands-digital-innovation-pipeline-The-Climate-Corporation-bring-breakthrough-digital-tools>





# Free massive open online courses (MOOC) on sustainability through digital transformation



## RELATED SDGS GOALS



## PRIMARY COUNTRY

worldwide

## 1 OUTLINE OF A PROJECT/ GOOD AND SERVICE

**S**AP has developed video-based lectures comprising 3 weeks à 4-6 hours, on how to leverage digital innovation to transform and change industry sectors along the examples of selected SDGs; also development of web book on SDGs for companies to enable participants to prepare for the course. The company puts (and keeps until today) multimedia content available at [www.sap.com/unglobalgoals](http://www.sap.com/unglobalgoals), including short editorials and data visualizations on each SDG, customer videos and stories. SAP has also offered online forums for participants to jointly learn throughout the course and provides the opportunity to finalize the training with a final exam and certificate.

## 2 IMPACT ON SOCIETY

**M**ore than 7,000 SAP employees as well as SAP's externals participated in the course. The course is in line with SAP embedding the SDGs in its vision and purpose, and integrating SDGs into board-area specific short- and midterm targets.



## URL

<https://open.sap.com/courses/sbi2-1>





BASF



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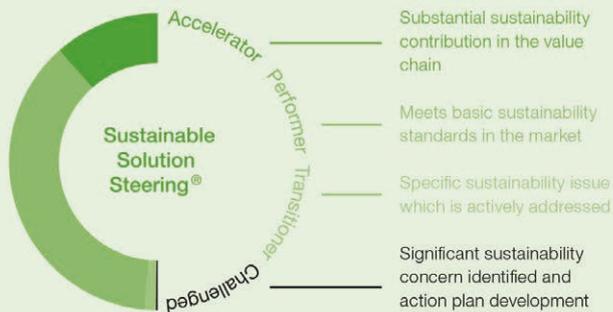


GERMANY

# SUSTAINABLE SOLUTION STEERING®

We translate megatrends into products to contribute to sustainability needs.

- Analyze sustainability needs and trends of value chains
- Check product sustainability performance in the market segments
- Develop action plans for strategies, R & D and market approach



## RELATED SDGS GOALS



## PRIMARY COUNTRY

worldwide

## 1 OUTLINE OF A PROJECT/ GOOD AND SERVICE

With the Sustainable Solution Steering®, BASF has built an instrument to steer the sustainability performance of its products and services portfolio. Since 2014, BASF has assessed over 60,000 products and used the resulting portfolio segmentation twofold. Firstly, to further develop highly sustainable solutions and increase their share, and secondly, to reduce the share of less sustainable products. The Project is integrating sustainability into strategic, R&D and customer support processes and safeguards contribution by each business unit with Sustainable Solution Steering® targets. BASF has communicated targets publicly, and applies them to every business unit.

## 2 IMPACT ON SOCIETY

**P**roduct Safety: benefits from enhanced view on product safety requirements along the value chain from raw materials to end consumer  
 Marketing: integrates sustainability value in product positioning and benefits from differentiation at B2B customers

### URL

<https://www.basf.com/global/de/who-we-are/sustainability/management-and-instruments/sustainable-solution-steering.html>





# WACKER Polysilicon for Photovoltaics

## RELATED SDGS GOALS



## PRIMARY COUNTRY

Worldwide

13. High purity polysilicon from WACKER has contributed to the breakthrough of solar energy. Polysilicon in solar saves huge amounts of green house gases. The photovoltaic industry is today a global market with high growth potential. High purity polysilicon is the key raw material of this industry. As a pioneer, WACKER is today one of the world market leaders in the production of this exceptionally pure material and quality leader, enabling highest efficiencies.

## 1 OUTLINE OF A PROJECT/ GOOD AND SERVICE



**T**he research & development, production and marketing of the necessary raw material polysilicon for renewable energy contributes significantly to achieving the development goals 7 and

## 2 IMPACT ON SOCIETY

- Enhancing access to affordable energy
- Supporting food preparation, heating homes and clean drinking water
- Supporting business activities



## URL

[https://www.wacker.com/cms/en/products/brands\\_2/polysilicon\\_1/polysilicon.jsp](https://www.wacker.com/cms/en/products/brands_2/polysilicon_1/polysilicon.jsp)





# Street Scooter



## RELATED SDGS GOALS



## PRIMARY COUNTRY

Germany

## OTHERS

Some other European countries, e.g. Austria and Great Britain

## 1 OUTLINE OF A PROJECT/ GOOD AND SERVICE

Deutsche Post DHL Group used environmental and social aspects as starting points to innovate for emission-free delivery in cities. This approach resulted in the StreetScooter, developed in a collaborative manner, jointly with a start-up of the RWTH Aachen University and with the couriers of Deutsche Post DHL Gr.. As a result, the StreetScooter fleet has today about 9,000 vehicles in suburban and urban areas. Starting 2013, Deutsche Post DHL Gr. introduced electric vehicles for CO<sub>2</sub> free delivery in various cities in Germany, as well as in Austria and England, resulting in zero emissions and reduced noise in the cities, and providing more ergonomic working conditions for its drivers.

## 2 IMPACT ON SOCIETY

Increased employee satisfaction, improved working conditions, high identification of employees with StreetScooter vehicle and the company's GoGreen program, positive perception by customer and public; "greener cities-greener societies-approach"



### URL

<https://www.deutschepost.de/de/s/streetscooter/kaufen.html>



### URL

<https://www.dpdhl.com/en/responsibility/organization-and-strategy/sustainable-development-goals.html>

