

BASF Research Press Conference  
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## Stakeholder dialog to improve common understanding

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## What consumers know and what they want to know



*“ If this technology helped me with cleaning,  
I’d be really happy to get finished sooner. ”*

*“ Personally, I’d be very happy if I could seal my parquet  
floor with a nanoproduct to prevent it becoming scratched. ”*

*“ I’m not sure whether the government has regulated this area enough. ”*

*“ This “high technology” is scary. ”*

*“ On the other hand, it’s not known exactly whether  
these particles can cause harm after entering the body. ”*

# NGOs



Safety research should develop preventive exposure scenarios to help design **better health and safety measures at work.**



- Nanomaterials should undergo a **specific risk assessment.**
- **Changes** must be made in **REACH and sectoral legislation.**
- To strengthen market surveillance, a **nano registry** listing all nanoproducts and information should be implemented.



- Novel physical and chemical properties of nanomaterials offer a range of **opportunities.**
- This technology has the potential to bring **many benefits to consumers.**
- But they also potentially pose a **new safety threat to human health and the environment.**
- **Better regulation** together with **more transparency for consumers** about their usage is what we are calling for.

Sources: [http://www.bund.net/themen\\_und\\_projekte/nanotechnologie/forderungen\\_des\\_bund/](http://www.bund.net/themen_und_projekte/nanotechnologie/forderungen_des_bund/) (translated from German); <http://www.beuc.eu/safety/nanotechnology>; <http://www.industrial-europe.eu/Committees/info-pc.asp?job=ipcmt&mlloc=pc#doco>

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# Dialogforum Nano of BASF

- **Initiated** in 2008
- **Participants:** Environmental groups, consumer groups, trade unions, churches, sustainability think tanks, science and downstream-users.
- **Focus 2010 – 2012:** Transparency in communication on nanomaterials from the manufacturer to the consumer with focus on coatings and textiles.
- **Aim:** Build trust and relationships, create transparency, improve common understanding and develop contributions to the political and societal debate.

## Participants:



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# Process and results

## Process

- 6 moderated workshops of 1.5 days between 2010 and 2012
- Several telephone conferences

## Results

- Questionnaire for retailers and OEMs
- Do's and Don'ts for the communication with consumers
- Criteria for reliable information

Final report published  
in German and English



Available at:  
[www.nanotechnology.basf.com](http://www.nanotechnology.basf.com)

# Relationship building

- Technically competent discussion
- Search for common objectives
- Learning from each other about values, interests and background
- Development of appreciation
- Fair treatment of dissent



## Political communication

### Political events with presentation of the results of the Dialogforum Nano by the participants and

- discussion with stakeholders and Members of the German Parliament in Berlin in 2012
- discussion with stakeholders and representatives of the European Commission and the European Environmental Bureau in Brussels in 2013.

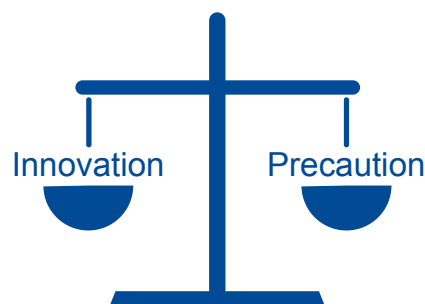


Political framework which appropriately addresses safety and societal concerns but which does not stifle innovation.

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## Precaution and innovation: Get the balance right!

- Regulation in Europe is guided by the precautionary principle.
- BASF's business is based on precaution and responsibility.
- While precaution is aiming at a zero risk, innovation requires taking risks.
- BASF supports the "Innovation Principle" of the European Risk Forum\*.
- Whenever precautionary legislation is under consideration, the impact on innovation should be taken into full account.



\* <http://www.riskforum.eu/innovation-principle.html>

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# Stakeholder dialog to improve common understanding

- **Transparency** and the **early involvement of civil society groups** is important when new technologies are introduced.
- With the Dialogforum Nano, we have opened up new and **innovative** ways of **communication** on nanotechnology.
- In the Dialogforum Nano we were able to develop **common positions** with representatives of civil society groups and to build a **lasting relationship** based on **trust and appreciation**.
- **Mitigating all risks is not possible.** To make innovations happen we need a **political framework** which **balances benefits and risks** and a **society** which is **open to innovation**.

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## Nanotechnology

Small dimensions – great opportunities

