

News Release

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European Alliance on CSR: Laboratory Demographic Change **BASF, Evonik, SAP, and econsense Start Their First Dialogue Workshop – Tour Throughout Europe in Berlin**

Sixty experts from business, politics, and labor relations discussed the topic "Shaping demographic change in Europe together" at the first dialogue workshop on October 11, 2007, in Berlin and searched for ways to meet the challenges of demographic change.

In the panel discussion, Prof. Thusnelda Tivig (Rostock Center for the Study of Demographic Change), Dr. Günter Krings (Member of the German Bundestag and Chairman of the Parliamentary Advisory Council on Sustainable Development), Ralf Becker (Executive Secretary, Mining, Chemical and Energy Industrial Union), Dr. Hendrik Garz (Executive Director Extra-Financial Research, WestLB), and Dr. Hartmut Lang (Director HR Strategy/Future Development, BASF AG) discussed the tasks that face European companies and the need for a joint approach. "We can take advantage of the opportunities that future developments in the population structure will present only if we work together in finding strategic solutions," said Krings.

The workshop was hosted by econsense - Forum for Sustainable Development of German Business BASF, Evonik Industries, and SAP in cooperation with other project partners. To develop a strategy for facing the challenges, the companies and Econsense created a so-called Laboratory Demographic Change in March 2007. The multilevel working process of the Laboratory is embedded in the European Alliance for Corporate Social Responsibility (CSR) - an alliance of politics and business that promotes CSR in Europe.

The Laboratory aims to discuss the tasks that face the European companies, as part of a joint process for examining the specific challenges facing the regions and individual companies and the approaches being taken, as well as the crucial political and social strategies. The Laboratory focuses on different dialogue formats for exchanging views with all relevant stakeholders and for jointly developing solutions for successfully tackling the challenges.

In the first Berlin dialogue workshop, BASF, Evonik, SAP, and econsense launched a workshop tour for Europe. The concept of the dialogue workshops will become an integral part of the European Alliance for CSR, in the form of a roadshow to be held throughout Europe. This will offer the unique opportunity to discuss country-specific characteristics of demographic change and how to deal with these challenges with stakeholders in a European setting. Looking beyond one's own backyard makes it possible to learn about new solutions. Under the auspices of Vladimir Spidla, EU Commissioner for Employment, Social Affairs, and Equal Opportunity, the results of both the dialogue workshops and the research project will officially be presented in April 2008.

The workshops are supported by a research project carried out by the Rostock Center for the Study of Demographic Change. "It will identify, in 264 European regions, the economic risks for companies

posed by demographic change. The population in the EU 27 will grow lightly, but age notably, until 2030. The population of working age, between 20 and 64, years will age only slightly, but shrink significantly. The result is that there will be a shortage of young professionals from a variety of backgrounds in each region in Europe. The future of regional labor markets in Europe will therefore be determined both by demography and participation on the labor market", explained Tivig in her key note.

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