



A Toolkit for Gender Equality in Practice - Initiative

BASF SE

Self-commitment and "Management rocks" training

Summary of the initiative

BASF SE is the largest chemical company in the world producing chemical products, ingredients and solutions for a wide range of industries and sectors: aerospace, agriculture, automotive, construction, mass transit, packaging, personal care, pharmaceutical, wind energy.

BASF seeks to recruit, develop and retain the best employees with exceptional professional expertise and social skills. The company is committed to bringing more women into management positions (in Germany for instance 23.6% of BASF employees are women).

In the framework of the voluntary self-commitment by DAX-30 companies, BASF has set itself the target of increasing the share of women in decision-making positions to 15% by the end of 2020.

To achieve this goal, measures already in place have been evaluated, the wishes and needs of female and male managers have been carefully analysed, and on this basis priorities have been identified for further action. This does not only entail a continued focus on promoting talent, but also on optimizing the work-life-family balance, on offering flexible working hours, part-time work, part-time leadership and job sharing and on increasing investment in child care facilities.

In 2012, BASF also took part in the study by the Fraunhofer-Institut "Changing business cultures – avoiding career breaks". The resulting knowledge about possible obstacles for female career paths flowed into a range of initiatives, for instance the development of long-term development plans for women. Thus, BASF's personnel development department has established mentoring programmes intended in particular to prepare women for management positions.

In addition, the company offers management training especially for women ("management rocks"). Flanking these actions, BASF has implemented a comprehensive package of measures on the work-life balance. These offers include promotion of part-time and flexible working time models – also in management positions, home-office jobs and return-to-work seminars.

Priorities

Promoting women in decision-making, Supporting work-life balance

Sector(s)

Manufacture of chemicals and chemical products, Manufacture of starches and starch products, Manufacturing

Type

Enterprise initiative

Country

Germany





Model of social partnership

Unilateral / Employers

Launch date

2012

Number of employees

>250

References

<http://www.basf.com/group/corporate/en/sustainability/employees/work-life-balance>

http://www.basf.com/group/corporate/en_GB/sustainability/employees/diversity

This initiative was submitted by:

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Website

<http://www.basf.com/>