



thinkstep



Effective Engagement of Stakeholders into Sustainability

Best practice · thinkstep & BASF

Challenge

Communication of sustainability issues to supply chain and customers is one of the key aspects for raising awareness, bringing parties together to discussion and creating solutions based on the cooperation.

Goal

Create a communication tool incorporating realistic qualitative agricultural and sustainability metrics in an engaging, entertaining and educative way.

Solution

The educational and interactive game »My Virtual Farm« based on the best agricultural practices is conceptualized by experts (thinkstep and RIFCON) and programmed and visualized by a third party (Jedermann-Verlag). In the game a variety of crops can be planted on a given virtual farm with the combination of agricultural inputs and practices like fertilizers, crop protection measures and soil management). After the farming choices are made, a total of environmental and economic score is calculated and communicated with the player.

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...**provides technical support** by developing the mechanism and functionality of the games. Our consultants with the agricultural expertise develop the best agricultural practices for a set of all possible combinations together with the external consultants in the cooperation. The practices are further encoded in the functionality of the tool.

...**creates business value** together with the client by communicating topics that matter in an innovative way. As sustainability is a broad field, where methods and solutions might be difficult to grasp, simple yet informative tools raise awareness of the value chain actors about sustainability issues and help finding business approaches and opportunities together.

...**helps creating a platform to minimize risks** by facilitating alliances along the value chain to mitigate potential environmental and economic issues. Integrating sustainability thinking into value chains requires the cooperation and understanding of the stakeholders, especially the most vulnerable ones like smallholders.



Interactive Communication of Sustainability Messages

»[thinkstep's] agricultural and LCA specialists deliver highest quality results which we can credibly use in our customer communication.«

Dr. Markus Frank, Global Sustainability & Product Stewardship, Crop Protection

About BASF's Crop Protection division

With a rapidly growing population, the world is increasingly dependent on our ability to develop and maintain sustainable agriculture and healthy environments. BASF's Crop Protection division works with farmers, agricultural professionals, pest management experts and others to help make this possible. With their cooperation, BASF is able to sustain an active R&D pipeline, an innovative portfolio of products and services, and teams of experts in the lab and in the field to support customers in making their businesses succeed. In 2016, BASF's Crop Protection division generated sales of €5.6 billion.

For more information, please visit us at www.agriculture.basf.com or on any of our social media channels.

BASF business segments:
Chemicals, plastics, performance products, functional solutions, agricultural solutions, biotechnology, oil and gas.

About thinkstep

thinkstep supports companies and organizations on their path to sustainable success: From product development to materials management, all the way through to the supply chain and the sustainable enterprise, our consultants and thinkstep's wide-ranging software products deliver a sustainable outlook for the future.

Our industry experience:

Automotive & Mobility, Building & Construction, Consumer Goods, Energy & Chemicals, Metals, Mining & Manufacturing, Services & Public Sector



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We help companies develop sustainably

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