



New Bayer Initiative

Protecting tomorrow today

New Bayer technology reduces power consumption and CO2 emissions by 30 percent.



Bayer has been presented with the 2008 Environmental Award in the category 'Environmentally Friendly Technologies' by the Federation of German Industries (BDI) for its new chlorine production process. This process reduces power consumption and CO2 emissions by 30 percent. As part of the 'BDI Day of German Industry 2008', BDI President Jürgen R. Thumann and BDI Director General Dr. Werner Schnappauf presented the prize in Berlin to Dr. Wolfgang Plischke, member of the Board of Management of Bayer AG responsible for Innovation, Technology and Environment.

"Our panel of judges was impressed that a technological innovation that significantly increases energy efficiency has been developed and applied in a particularly relevant area of production within the chemical industry," commented Schnappauf during the awards ceremony. "This new environmentally friendly technology from Bayer is proof of the innovative strength of German industry."

Increasing energy efficiency is one of the climate protection activities that the Group pooled in its Bayer Climate Program at the end of 2007. Other projects include the Climate Check that was developed by Bayer and is used to monitor CO2 emissions at the company's production sites worldwide.

The 'EcoCommercial Building' – a concept for zero-emission office buildings, developed with partners and currently being implemented by Bayer in India for the first time – and research into the use of the jatropha plant in the production of biodiesel are other key components of the Group's integrated climate protection program.

"For us, technological expertise is bound with a responsibility to use it to bring sustained benefits to mankind and protect the environment – an aim that reflects our Mission Statement 'Bayer: Science For A Better Life'" said Plischke in Berlin.



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