

Sustainability Background Research

Activities

- Assessing Bayer CropScience sustainability web presence (globally and locally)
- Assessing competitor's sustainability web presence (globally and locally)
- Identifying the sustainability focus and concerns of stakeholders

Purpose

- To gain exposure to the Canadian business as it relates to sustainability and to set the foundation for other activities that were to come.

Key Findings

- All companies should share more information about sustainability at the global level compared to the local level
- All companies were focusing on the same generic sustainability topics and issues in the industry.
- Stakeholders were interested in how committed Ag businesses were to sustainability and what tools and measures were being used to access sustainability.

Stakeholder Interviews

In understanding the views of Bayer's primary stakeholders on sustainability, I was eager to find out;

- What were their organization's sustainability initiatives or programs?
- What were the key sustainability issues important to their organization?
- What role did Bayer play in their company's sustainability strategy?
- In what areas did Bayer align with their company?
- Was Bayer meeting the expectations of their organization's needs?

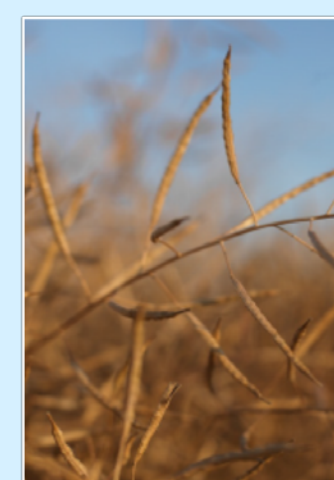
While a few stakeholders were well advanced in their visions and others were just getting started, they all strongly believed that if Bayer communicated more about their sustainability initiatives, they would be in a better position to focus more on particular issues facing the industry. Also too, there are many opportunities for alignment and between Bayer and their stakeholders, once this activity has been formalized.

Sustainability Strategy

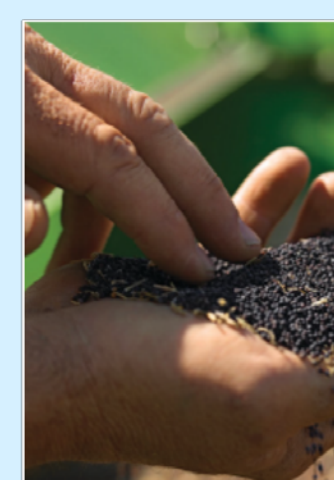
In May 2015, Bayer AG began analyzing business activities and processes which contribute to sustainability at Bayer and the Global Reporting Initiative (GRI) – An industrial standard for sustainability reporting which offers 46 topics in the areas of social, environment and economic factors.



Rewriting the scope of sustainability strategy; Outlining the elements in corporate sustainability; Providing recommendations for moving forward with the sustainability strategy.



The purpose of this activity was to further develop and refine the Strategic Plan for Bayer and suggest steps for how the company can further integrate sustainability within the core business operations.



It is recommended that Bayer thoroughly assess how sustainability metrics can be integrated into the Canadian business. Once this is completed, Bayer can use this as the foundation to kick-start their own Annual Report for the Canada office within the next 5-10 years.

Proprietary Stewardship/Sustainability Survey with Stratus

This exercise was conducted in order to obtain feedback from farmers on how they would rank the importance of 7 factors to the sustainability of agriculture in the area for the crop industry.

- 1 • Take steps to protect the environment
- 2 • Help farmers avoid resistance problems
- 3 • Develop products that are safe to applicators, consumers and the environment
- 4 • Support industry initiatives to promote stewardship practices
- 5 • Promote practices to avoid harming non-target organisms
- 6 • Work to protect water quality
- 7 • Advocate for the agriculture industry, farmers and their communities

Acknowledgements

I would like to express my sincere gratitude to everyone who supported me throughout my internship at Bayer CropScience. I am thankful for their aspiring guidance, invaluable constructive criticism and friendly advice during my short tenure at the company. I am sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to my degree, some of which contributed to the design of this professional poster.

- ❖ Paul Thiel, Vice President, Innovation and Public Affairs
- ❖ Dianna Emperingham, Manager, Product Supply
- ❖ Jennifer Norrie, Business Excellence Specialist
- ❖ Anna Krisinger, Customer Strategy Specialist
- ❖ Tammy Melesko, Business Communications Partner
- ❖ Kent Fraser, Vice President at Stratus Research

Regina Manufacturing Facility Visits

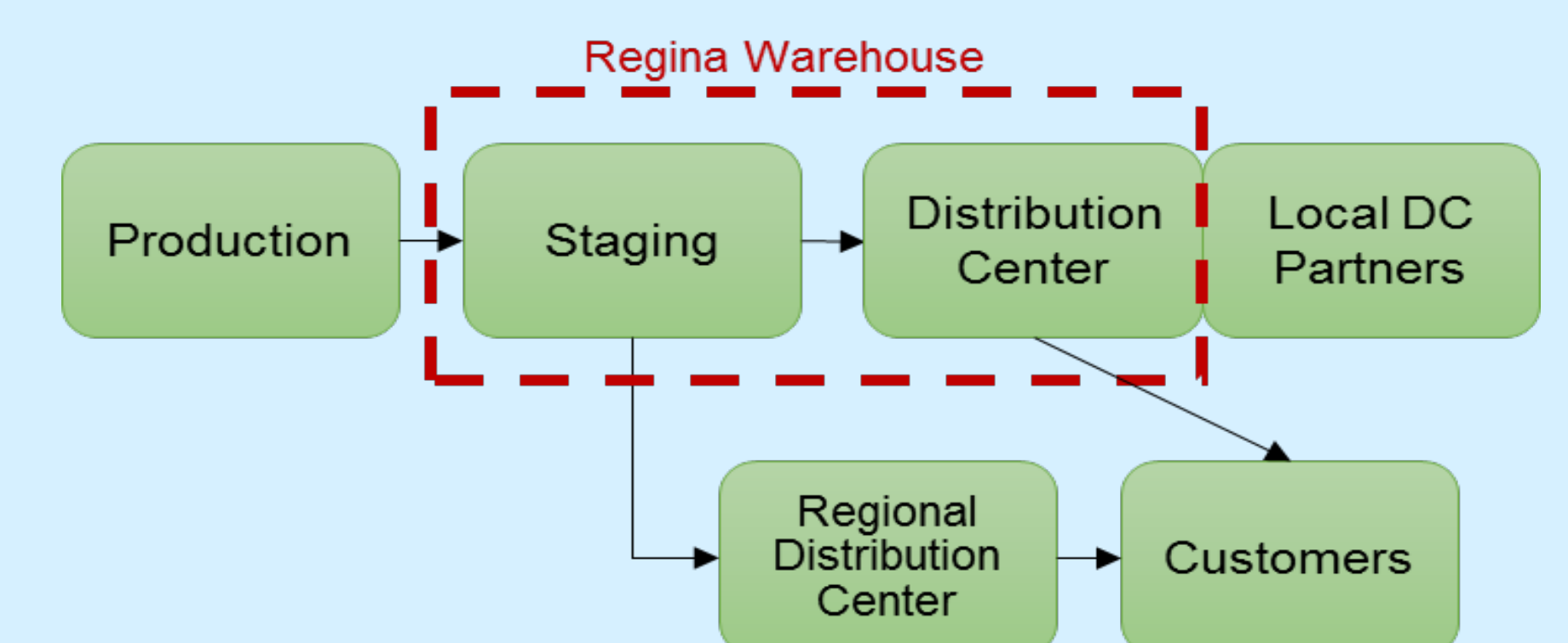
Site Visit #1

- ❖ Touring the plant facilities, meeting with departments and CWS Logistics

Site Visit #2

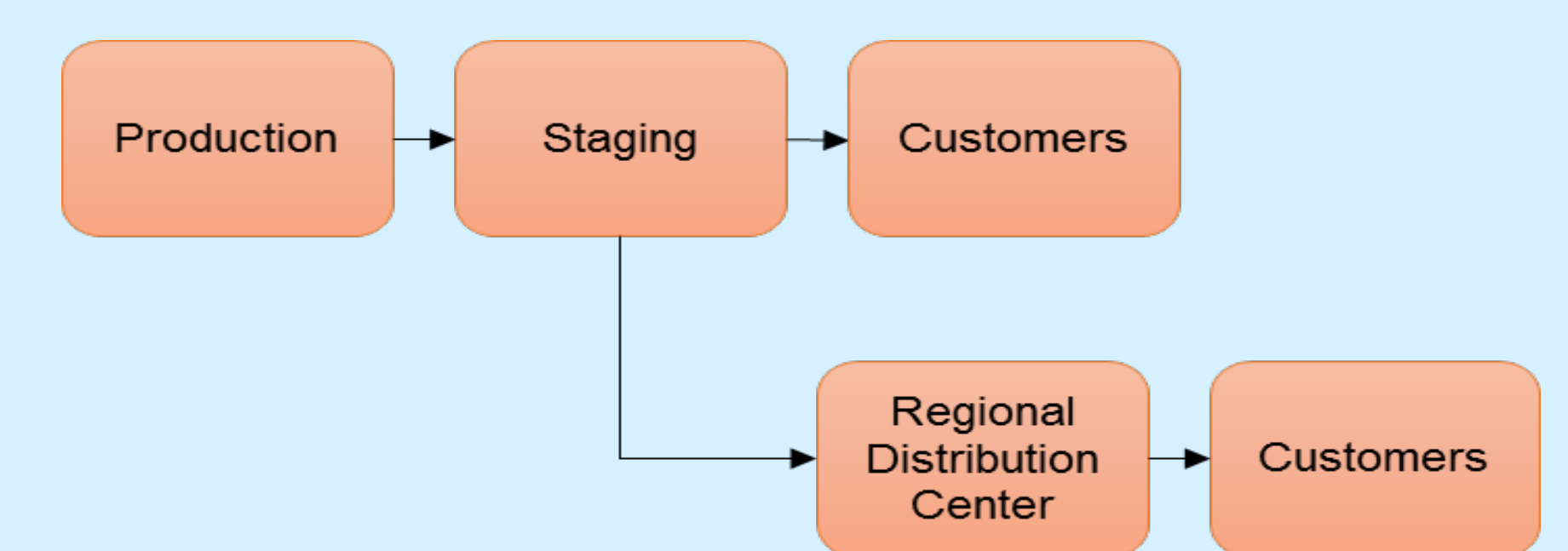
- ❖ Identifying any opportunities to track and measure improvements to the New Distribution Model with regards to sustainability

Old Distribution Model



- ❖ Limited in-house storage capacity to deal with distribution and increasing volumes
- ❖ H&L third party partnership was ending
- ❖ Growth in business
- ❖ Insufficient local carriers to manage production volumes and high service level requirements

New Distribution Model



- ❖ 3 years in progress (est. 2012)
- ❖ CWS Logistics in the new third party carrier
- ❖ Sales and production volumes continue to grow
- ❖ Reduced freights costs, transportation costs and handling charges
- ❖ Optimized inventory levels

Local Sustainability Committee

Working with this committee was truly an amazing experience. I enjoyed sitting in on meetings, planning events, developing a mandate for recruiting new members and suggesting ideas to improve the committee's intranet site. What I truly enjoyed about this exercise was how active and committed each member was in fulfilling their responsibilities. This has definitely helped me in developing my interpersonal skills, which I can effectively utilize for working with groups in class.