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SEEBalance® - a Newly Developed Approach for the Evaluation of Social Impacts Along Value Chains.

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Measuring sustainability is an important prerequisite for making strategic decisions. BASF has developed several instruments to evaluate sustainability whereby the utilization of each method depends on the concrete purpose or issue in question. The new Social Analysis will contribute to this setup by assessing social impacts along the value chain. The Social Analysis is implemented in the SEEBalance® calculating results with the Social Life Cycle Assessment and with a specific Social Hot Spot Assessment. Both approaches generate, calculate and interpret the social impacts from different perspectives. Social criteria and objectives – such as education, health or working conditions – are becoming increasingly important which is why these factors are also addressed by the SDGs (Sustainable Development Goals). For this reason, social aspects also have an increasing impact on marketing and management decision-making processes.

Social Life Cycle Assessment

In the Social Life Cycle Assessment company specific, country specific or mixes of different data sets are prepared to integrate them in a life cycle approach. In an overall figure, social impacts by assessing 11 impact categories from different sources with different indicator sets are generated. An aggregation scheme that was developed within this setup can aggregate and display the results in a meaningful and easy understandable manner.

Social Hot Spot Assessment

The second part of the analysis assesses Hot spots are identified in a deep dive approach.

The Sustainable Development Goals (SDG) are in the focus for social indicator systems and for the assessment of improvements in the social dimension of sustainability. In the new approach of the Social Hot Spot Assessment of the Social Analysis, the SDG are implemented as a guidance system for the detection of Social Hotspots in a supply chain. In depth analysis of effects that contradicts the SDG are identified and used for the interpretation of improvement potentials in the supply chain. This assessment completes the social analysis and gives a good information about the social aspects of different product alternatives.

Integration of all results to an integrated overall result

The SEEBalance® methodology, measures the ecological and economic consequences of alternate products or processes. The Eco-Efficiency Analysis is integrated to an overall result together with the Social Analysis. The new approach considers all three dimensions of sustainability.