At BASF, we recognize that today’s students will be the innovators and leaders of our future.

As part of our commitment to sustainability and corporate social responsibility, BASF Canada supports Science education.

Specifically, our science education programs strive to:

- Help foster talent and develop an interest in the sciences
- Develop community goodwill and partnerships
- Enhance BASF’s branding
- Engage educators, schools, universities and regional science centres
- Encourage employee involvement
Creating chemistry in our communities with BASF Kids’ Lab

Established at BASF’s global headquarters in Germany in 1997, BASF Kids’ Lab invites children between the ages of six and twelve to experience the wonders of chemistry through safe and engaging experiments.

In partnership with Earth Rangers, the Kids’ Conservation Organization, the program was successfully launched in Canada in 2013 and has since reached more than 4000 children in communities where we operate at no costs to students or participants.

Expanding outreach through partnership with SickKids children’s hospital

*4,000+ Classrooms 60 Schools 18 Cities

40+ Employee Volunteers!

*Canada, 2013-2015
Why is BASF a leader in STEM Education?

- Since 2010, **more than 385,000** people have been touched by BASF Science Education Programs
- BASF believes in a **hands-on** approach to STEM Education
- BASF creates **lasting relationships** with educators, schools, universities and regional science centers and museums, winning together with **our** customers
- BASF has received **recognition for excellence** in education by the American Chemical Society, the Society of Chemical Manufacturers and Affiliates, the Public Relations Society of America, the American Heart Association, and others
- BASF Science Education programs directly **contribute to talent acquisition** efforts
Award-winning Science Education Programs

- 2017 North American PR Excellence Award for Science Education
- 2017 Salute to Excellence Award – Detroit Section - American Chemical Society (ACS)
- 2017 Community Service Award from Girl Scouts Heart of the Hudson for exemplary service for Girl Scouts
- 2016 Kids X-Press Touch The Sky Dream Big Corporate Award for unwavering commitment and dedication to promoting education and growth of children everywhere through science
- 2016 Greater Baton Rouge Industry Alliance Inc. - “Most Valuable Plant” for participation in the craft workforce development program and commitment to partnering with River Parishes Community College in implementing TECH Academy
- 2014 Salute to Excellence Award - North Jersey Section - American Chemical Society (ACS)
- 2013 ADP Community Impact Award – American Heart Association
- SOCMA (The Society of Chemical Manufacturers & Affiliates) 2012 Educational Outreach Award
- PRSA (Public Relations Society of America) 2012 Award for Excellence in Science Education (NJ Chapter)
Science Education in North America

- Kids’ Lab (Children 4 – 12 years old)
- Teens’ Lab (Teens 13 – 17 years old)
- Science Academy (high school juniors)
- TECH Academy (high school sophomores and juniors)
- You Be The Chemist Challenge (students grades 5 – 8)
- You Be The Chemist Essential Elements (K – 8 educators)
- Kids X-Press Magazine (K – 12 students)

BASF focuses on science education realizing that today’s students will be the thinkers, innovators and leaders of the future.
Science Academy: A history

2011
Only Morris County, NJ Students

2012
Opened program to BASF Canada

2013
Opened program to BASF Mexico; first student from Central America (BASF Guatemala)

2014
Continue offering across BASF NA; Students receive three credits upon completion

2015
First Canadian Student

2016
Continue offering across BASF NA; first student from Mexico

2017
Expand to largest BASF sites across US
Program Structure

FROM MOLECULES TO MARKETPLACE

- You will interact with BASF senior management throughout the program to gain insight to the workings of the world’s leading chemical company.

- You will learn the basic principles of marketing to understand what happens to products beyond the research and discovery phase.

- You will research and develop your own personal care products and present a marketing/business plan to a panel of BASF executives and FDU administrators.
Program Structure

- Students will be housed on campus in dorms at Fairleigh Dickinson University.
- Boys and girls will be separated in suites of single gender rooms.
- There will be four resident advisors and one program coordinator on-site during the program.
- Students will use campus facilities including laboratories, computer labs, dining facilities and casual recreation areas.
Program Structure

- Field trips will include visits to BASF’s North American Headquarters, BASF laboratories in Tarrytown, NY as well as a nearby lake, where environmental studies will take place.
- Trips and activities are planned for the weekend.
- Homework will be assigned and must be completed by designated due dates.
What you will achieve

- Our goal is to provide you with a greater understanding of the importance of continuing science education and future careers in the chemical industry.

- You will graduate from the program with three transferable science education credits from Fairleigh Dickinson University.

Remember:

- Your success will be determined by your level of participation.

- Be respectful of the instructors and your fellow students.

- Ask questions!
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Like us on Facebook!
BASF
We create chemistry