

# Dr. Wolfgang Grosse Entrup

**Bayer AG**

**D**r. Wolfgang Grosse Entrup is Head of Environment and Sustainability of Bayer AG.

Dr. Grosse Entrup joined BASF AG in 1994, where he held several positions in operating and service divisions. Finally, he was responsible for communication and policy for the Agriculture and Plant Biotechnology Divisions.

In January 2002, he joined Bayer AG as Head of the Corporate Staff for Quality, Environment and Safety Policy, later becoming Head of Governmental and Product Affairs following the reorganization of the Bayer Group in July 2002. As Head of Environment and Sustainability since 2007, Dr. Grosse Entrup is responsible for global management of group activities in these areas. He reports directly to the Group Management Board.

Dr. Grosse Entrup has assumed several functions outside the Bayer Group. He is both Chairman of the German Federal Commission on Environmental Policy of the Economic Council and the board of management of the German econsense-Forum.

Dr. Grosse Entrup completed his studies in agricultural science with a doctorate from the University of Bonn.



Photo: Bayer AG

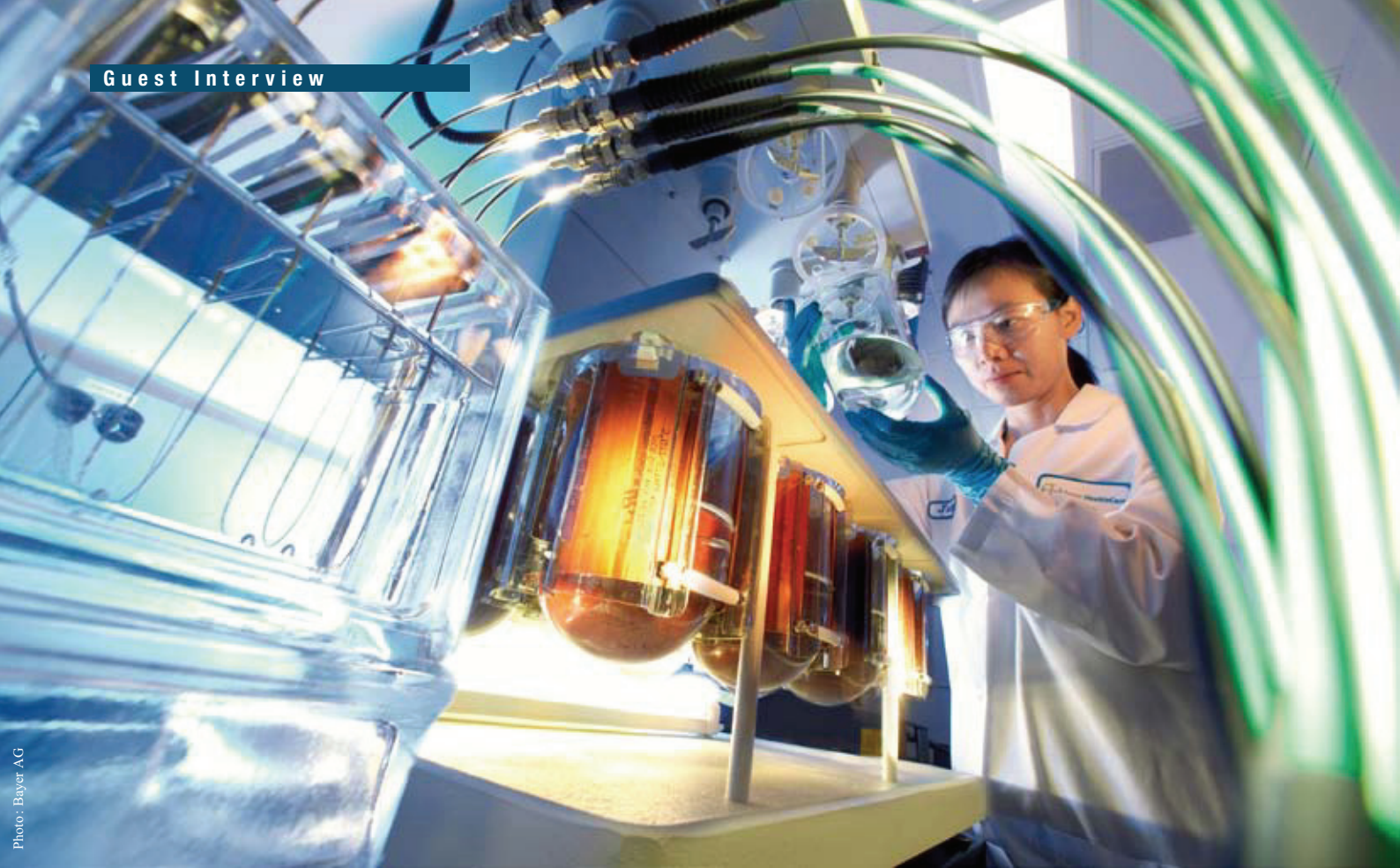


Photo: Bayer AG

*In the corporation's product development centers like in Morristown, New Jersey, USA, new formulations of the famous drug Aspirin's active ingredient acetylsalicylic acid are tested.*



Photo: Bayer AG

*Quality check for seeds: a laboratory technician evaluates young melon plants after a vitality test in the climatic chamber.*


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*Sustainable and responsible conduct is the basis for commercial success.*

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**ISO Focus+:** *What is, in your view, the business case for investing in sustainably responsible actions? Is the case even harder to make when these actions may not be immediately beneficial to productivity or the bottom line or economic success in a competitive market?*

**Dr. Grosse Entrup:** Irrespective of the current market and competitive situation, at Bayer we are absolutely convinced that sustainable and responsible conduct is the basis for commercial success. This applies without restriction to central issues such as safety, environmental protection and the health of our employees. It also applies, for example, to investments in environmentally-friendly technologies, which will also prove worthwhile, at least in the medium term, by way of improved energy efficiency, for instance.



## **Bayer:** **Science for a better life**

Bayer is a global enterprise with core competencies in the fields of healthcare, nutrition and high-tech materials. The company is based in Leverkusen, Germany.


As an inventor company, we set trends in research-intensive areas. Our products and services are designed to benefit people and improve their quality of life. At the same time we aim to create value through innovation, growth and high earning power.

We are committed to the principles of sustainable development and to our social and ethical responsibilities as a corporate citizen.

Bayer HealthCare is one of the world's leading companies in the healthcare and medical products industry. The company combines the global activities of the Animal Health, Consumer Care, Medical Care and Pharmaceuticals divisions. Bayer CropScience is one of the world's leading crop science companies in the areas of crop protection, non-agricultural pest control, seeds and traits. Bayer MaterialScience is among the world's largest polymer companies. Business activities are focused on the manufacture of high-tech polymer materials and the development of innovative solutions for products used in many areas of daily life.

Bayer is a member or partner of the World Business Council for Sustainable Development, United Nations Environment Programme, and the UN Global Compact – and was recognized by the Dow Jones Sustainability index as one of the most sustainable companies in the world.

[www.bayer.com](http://www.bayer.com)



*Production safety is key to Bayer: the polyurethane raw materials production facility in Baytown, Texas, USA.*

*Production of the innovative anticoagulant rivaroxaban (Xarelto).*



Photo: Bayer AG

Product stewardship goes hand in hand with innovation: Scientists in Bayer's research center in Lubbock, Texas, USA, work on ways to improve the agronomic performance, quality and resource efficiency of cotton.

**ISO Focus+:** *What added value do you see in ISO International Standards contributing to the three pillars of sustainable development (economic, environmental, societal) ?*

**Dr. Grosse Entrup:** ISO standards are essential for recording comparable performance indicators in individual areas of sustainability. On this basis, we are able to identify potential improvements which we can then implement.

**ISO Focus+:** *As one of the world's top chemical and pharmaceutical companies, what types of ISO standards are important for the management and operation of your 300 companies ?*

**Dr. Grosse Entrup:** Bayer aligns its operations to a large number of International Standards, in particular in the area of HSEQ (health, safety, environment, quality), where we implement the requirements on management systems specified by ISO 9001 (quality), ISO 14001 (environment) and the non-ISO standard OHSAS 18001 (occupational safety). We monitor implementation not only internally, but also allow it to be regularly reviewed

and attested by independent certification organizations.

**ISO Focus+:** *What are the major challenges in the chemical and pharmaceutical industry and how do standards help you face them? What may be the value added by ISO standards to meet these challenges ?*

**Dr. Grosse Entrup:** A global company like ours is frequently confronted in many countries with a wide range of requirements and expectations on the part of customers, authorities and associations among others.

We, therefore, find it both helpful and necessary to align ourselves with internationally binding standards. Alongside the examples I have already given, I would also like to mention the ISO standards for measurement and verification of greenhouse gases (ISO 14064) and social responsibility (ISO 26000).

**ISO Focus+:** *Bayer participates in several ISO technical committees and is involved in topics such as flexible and semi-rigid cellular material, biological evaluation of medical devices, polycarbonate, safety glazing materials. Could you tell us more*

*about your participation and what benefits does it brings to you ?*

**Dr. Grosse Entrup:** We collaborate in committees on the drafting and further development of standards whenever we consider it important and necessary. For us, the benefits are twofold. First, we bring our experience and expertise in chemicals and pharmaceuticals to the table. And second, we thereby ensure that our interests gain attention.

**ISO Focus+:** *What new International Standards for sustainable development would Bayer AG like to see coming out of ISO? And what can ISO do to better serve the chemical and pharmaceutical industry? Are there areas in which you would like to see more or different International Standards ?*

**Dr. Grosse Entrup:** Currently, I do not see any specific need. Basically, however, the comparable reporting of financial and non-financial performance indicators of companies will further increase in importance. It will, therefore, remain the prime job of ISO standards committees to provide binding and practical sets of standards. ■