

Dialog at Bayer

Trust and acceptance

Working for the benefit of mankind and contributing to sustainable development is a corporate responsibility for global players like Bayer. Since no company can survive in the long term unless it is trusted and accepted by society, Bayer has long organized a wide range of events to make sure it keeps in touch with the general public. Special attention is paid to providing information on developments in environmental protection and safety. Bayer promotes dialog through a wide variety of activities:

- Through almost daily news releases and regular news conferences it provides the general public with information on all major events and developments in the Bayer Group. Modern methods of communication such as the Internet enable us to provide extensive and above all up-to-date information. In addition, our employees are kept informed via our in-house Intranet.



- The “Expertise with Responsibility” corporate advertising campaign, which has been running since 1989, aims to demonstrate to people throughout the world that Bayer makes responsible use of its expertise in many different fields.
 - Over a million people have visited the permanent exhibits and special events at the Bayer Communication Center since it was opened in 1992.
 - Open House events to enable local inhabitants to find out more about Bayer’s sites.
- Our main publications providing information on environmental issues include:
- “direct,” a magazine for employees and the local community: five local editions are published every six weeks at our German sites in Leverkusen, Wuppertal-Elberfeld, Krefeld-Uerdingen, Dormagen and Brunsbüttel;
 - “research,” a magazine containing reports on recent environmentally relevant research work;
 - “Bayer report,” our company magazine, provides background information on topical issues and new trends, including environmental issues;
 - our Annual Report and Stockholders’ Newsletter;
 - the Sustainable Development Report, which is published every two years and provides an overview of Bayer’s activities to promote health, safety and environmental protection and the company’s commitment to social issues.