

CSR in Bayer

Shtepina Marina

About Bayer

Industry: Pharmaceuticals,
Chemicals

Founded: 1863 (Frederick
Bayer)

Number of employees:
115,200

Revenue: €46.769 billion

Subsidiaries: Bayer
Corporation, Bayer
HealthCare

Pharmaceuticals, Bayer
CropScience



Corporate Social Responsibility

Safety



Environmental Protection



Social Engagement

Education and research
Health and social needs
Sports
Culture

Conflicts and Incidents

- Chemical accident in 2008
- Contaminated haemophilia blood products
- Baycol Deaths
- Neonics (pesticides)

Chemical accident in 2008

A runaway reaction ruptured a tank and the resulting explosion killed two employees.



Contaminated haemophilia blood products

These products caused large numbers of haemophiliacs to become infected with HIV and hepatitis C.



Reaction:
Bayer agreed to pay more than \$660 million to settle cases

Baycol Deaths

Bayer's anti-cholesterol drug, Baycol, has deadly side effects. The Food and Drug Administration received reports of **31 US deaths**. Bayer admitted that the drug **might have killed 52** people already worldwide.

Neonics

Neonicotinoids were banned by European Union, because they kill bees and other insects.

References

1. Leaked Memo Shows EPA Doubts About Bee-Killing Pesticide (2010) , (Assessed 01.10.17)

<https://www.wired.com/2010/12/epa-clothianidin-controversy/>

2. Bayer AG: Corporate Crimes (2005), (Assessed 01.10.17)

<https://corporatewatch.org/company-profiles/bayer-ag-corporate-crimes>

3. Coalition against BAYER-Dangers, (Assessed 01.10.17)

<http://www.cbgnetwork.org/index2.html>

4. Bees & Pesticides: Commission goes ahead with plan to better protect bees. 30 May 2013, (Assessed 01.10.17)

https://ec.europa.eu/food/animals/live_animals/bees_en

5. Official site Bayer AG, (Assessed 01.10.17)

<https://www.bayer.com/>