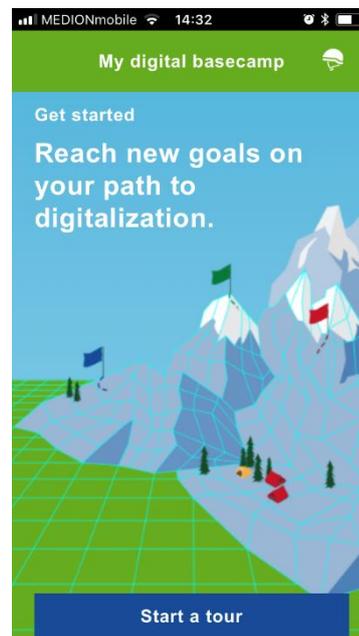


At the Top: IMC AG and BASF SE Receive GOLD 2019 Brandon Hall Award

Leading e-learning provider IMC and chemical company BASF SE received one of the most coveted gold medals at this year's Brandon Hall Group Learning Awards for the learning app "My Digital Basecamp."



Saarbrücken, 9th September 2019 – *How can digitalisation be anchored in your company?* The chemical company BASF asked itself this exact question then commissioned leading e-learning specialists IMC AG to develop a competency and skill development solution. The resulting solution is a web app called, 'My Digital Basecamp,' which just received a Brandon Hall Excellence GOLD Award in the category "Best Advance in Competencies and Skill Development".

For 26 years, the Brandon Hall Group has honoured outstanding achievements in areas, such as, learning and development, talent management and executive development. Each year there are several hundred submissions, of which only approx. 20% are awarded either bronze, silver or gold medals. Criteria, such as design, user-friendliness, clear objectives, measurability and innovation are decisive in the judges' evaluation.

"The Brandon Hall Awards are the Oscars of the international e-learning industry," explains Sven R. Becker, IMC Executive Board member. "It is always an honour to receive such an award and we are particularly pleased that we have been able to do so together with BASF. This project was very intensive for both sides, as we had to resort to creative workshop methods, such as, design-thinking during the conception phase and also design the entire project approach in an agile way to be able to verify the quality of the results at any time throughout the project. Therefore, we are even more pleased that the judges honoured this great result with the highest possible award".

Using the "My Digital Basecamp" web app, BASF employees can undertake a 'digital expedition' using concrete examples throughout their learning journey. "We want to drive the digital transformation together with our employees. With our offerings, such as the Digital Basecamp, we want to make this topic as tangible as possible, actively involving colleagues and getting them excited about upcoming opportunities," explains Martin Stork, BASF Head of Workforce Enablement. "We not only impart knowledge on technological aspects, but also on new ways of working" he says.

"The Brandon Hall Group Excellence Awards programme has recognized leading organisations for the past twenty-plus years for the latest trends in Human Capital Management," said Rachel Cooke, Brandon Hall Group COO and leader of the HCM Excellence Awards Program. "The initiatives that were honoured are not only innovative but fit the unique needs of the business and create truly remarkable success stories."

About Brandon Hall Group

Brandon Hall Group is an HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition and HR/Workforce Management. With more than 10,000 clients globally and 25 years of delivering world-class research and advisory services, the Brandon Hall Group is focused on developing research that drives performance in emerging and large organisations and provides strategic insights for executives and practitioners responsible for growth and business results.

More about the Brandon Hall Group: <http://www.brandonhall.com/>

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 122,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of around €63 billion in 2018. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.

About IMC

IMC is one of the leading full-service providers for digital training. For 20 years, we have been continuously developing our market experience. Today, more than 1,000 customers with over 5 million users trust in our holistic digital training solutions.

Experts in the areas of training strategy, learning technologies and e-learning content work together as one at IMC to provide comprehensive, as well as, tailor-made e-learning solutions. Originating as a university-spin-off at the Saarland University we offer holistic support to companies, public institutions and educational facilities in all sectors and of all sizes with the planning and implementation of digital training strategies.

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