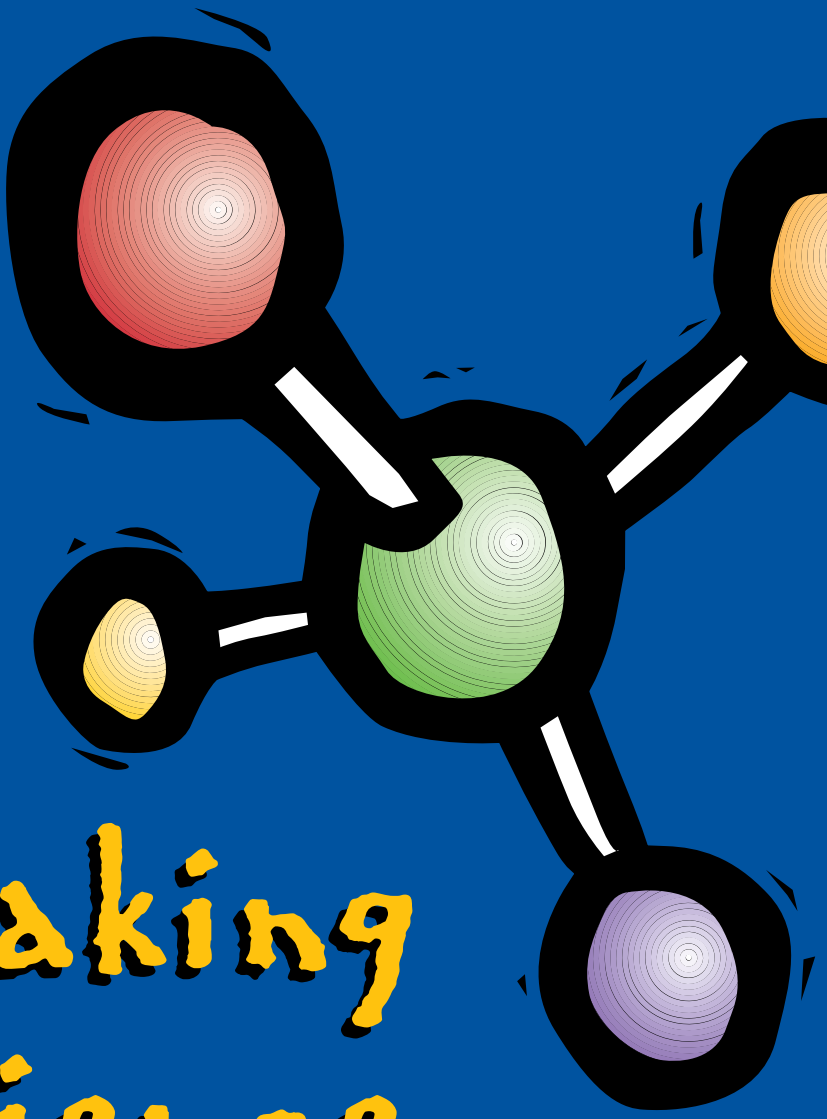
Bayer



Making Science Make Sense®

It's no secret. New technologies, concepts and increasing global market competition continue to demand a workforce that is flexible, scientifically literate and equipped with the critical-thinking, problem-solving and team working skills fostered by a quality science education.

Yet, public concern has been growing steadily over the United States' ability to educate a workforce that is scientifically literate enough to meet the expected challenges of tomorrow. Reports from the National Science Foundation and National Science Board warn the United States is facing a troubling decline in the number of citizens being trained to become scientists and engineers, while the number of jobs in these fields continues to grow.

Bayer Corporation, with businesses in health care, nutrition and innovative materials, has a solid stake in helping to ensure that today's students are well-prepared for tomorrow's workplace, regardless of the careers they choose. Why? As a science-based company, it's true that Bayer needs a well-educated workforce. But beyond that, Bayer needs a scientifically literate citizenry who can cope with and fully participate in a science and technology-driven age.

Unfortunately, research has shown that students begin to lose interest in science by the third grade. Bayer understands that the key to changing this trend lies in strengthening science education beginning in elementary school. After all, this is when we have our best chance to get students interested in the subject and begin developing their science literacy skills.

How do we do it? By allowing students to learn science by doing science – through hands-on, inquiry-based experiences that involve observing, experimenting, hypothesizing, analyzing and testing.

SCIENCE – n. knowledge derived from observation, study and experimentation.

SENSE – n. ability to perceive or feel or become conscious of a thing, awareness or recognition of something, or: the way in which a word or phrase is understood, its meaning or one of its meanings.

MAKE SENSE – v. to have a meaning; to be a sensible and practicable idea.

MAKING SCIENCE MAKE SENSE – Bayer's company-wide initiative that advances science literacy across the United States through hands-on, inquiry-based science learning, employee volunteerism and public education.

Employee Volunteerism

Bayer has more than 1,000 employees who volunteer in schools, at science centers, zoos, museums, community events and even open up their labs to ignite, inspire and serve as important role models to today's students – all efforts the nation's science teachers call essential.

Making Scienc

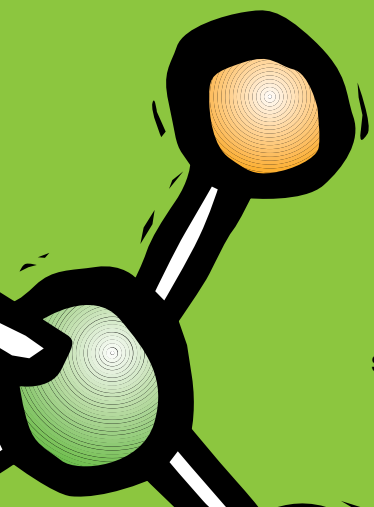
HANDS-ON, INQUIRY-BASED SCIENCE EDUCATION

Nationwide Campaign Promoting Science Literacy

Reforming science education requires the support and commitment of the entire community. It is critical then to educate parents, businesses, civic leaders and the general public about the importance of science literacy and the need for reform. To achieve this, Making Science Make Sense uses a number of effective tools:

- **Bayer Facts of Science Education Survey** – Since 1995, Bayer has commissioned public opinion research designed to gauge the state of science education in the United States. The surveys have polled parents, teachers, students, elementary school principals, college deans, business executives and scientists.

- **Bayer Science Literacy Advocate Dr. Mae C. Jemison** – Physician, scientist, educator and the nation's first African-American female astronaut to orbit the Earth, Dr. Jemison embodies the Making Science Make Sense philosophy that holds science is for everyone, science is all around us and a quality science education is critical for all students. Dr. Jemison, along with Bayer executives, visits Bayer site communities and highlights the importance of science literacy and science education reform.



- **Making Science Make Sense Experiment Guide** – This informative booklet offers fun and easy science experiments for children and is available free to parents and teachers.

- **Making Science Make Sense Web Site** – At **www.BayerUS.com/MSMS** visitors will find interesting science information and experiments, survey results and an interactive periodic table.

e Make Sense®

Systemic Science Education Reform

At the core of Making Science Make Sense is a fundamental change in how science is taught. It involves a shift away from the traditional textbook approach to one that is hands-on, inquiry-based and experiential. Experts agree that when students learn science in this new way, it helps them become scientifically literate and develop important lifelong analytical skills, such as critical thinking, problem solving and the ability to work in a team.

To this end, Bayer has spearheaded seven systemic reform initiatives that are changing the way teachers teach and students learn science in local communities, including Pittsburgh, Pa.; New Haven, Conn.; Kansas City, Mo.; Elkhart, Ind.; New Martinsville, W.Va.; Charleston, S.C. and Clayton, N.C.

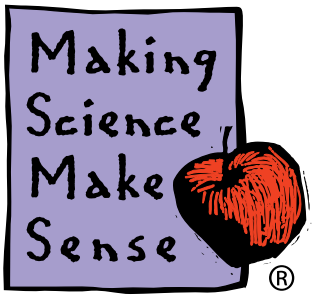
These reform initiatives are based on the five elements of exemplary science programs identified by the National Science Resources Center – hands-on materials, centralized materials support, teacher training, assessment and community support.

Collaborating With Partners

Believing in strength in numbers, Bayer has reached out to like-minded foundations, organizations, local school districts, colleges and universities, government agencies and other corporations to collaborate on a variety of science literacy efforts.

Some of our partners include:

- American Association for Advancement of Science
- National Science Foundation
- National Science Resources Center
- National Science Teachers Association
- U.S. Department of Education



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Making Science Make Sense® is Bayer's award-winning, company-wide initiative that advances science literacy through hands-on, inquiry-based science learning, employee volunteerism and public education.

For more information, please visit www.BayerUS.com/MSMS

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