



November 4, 2011
Daniela Feuchtmayr , AU-4.

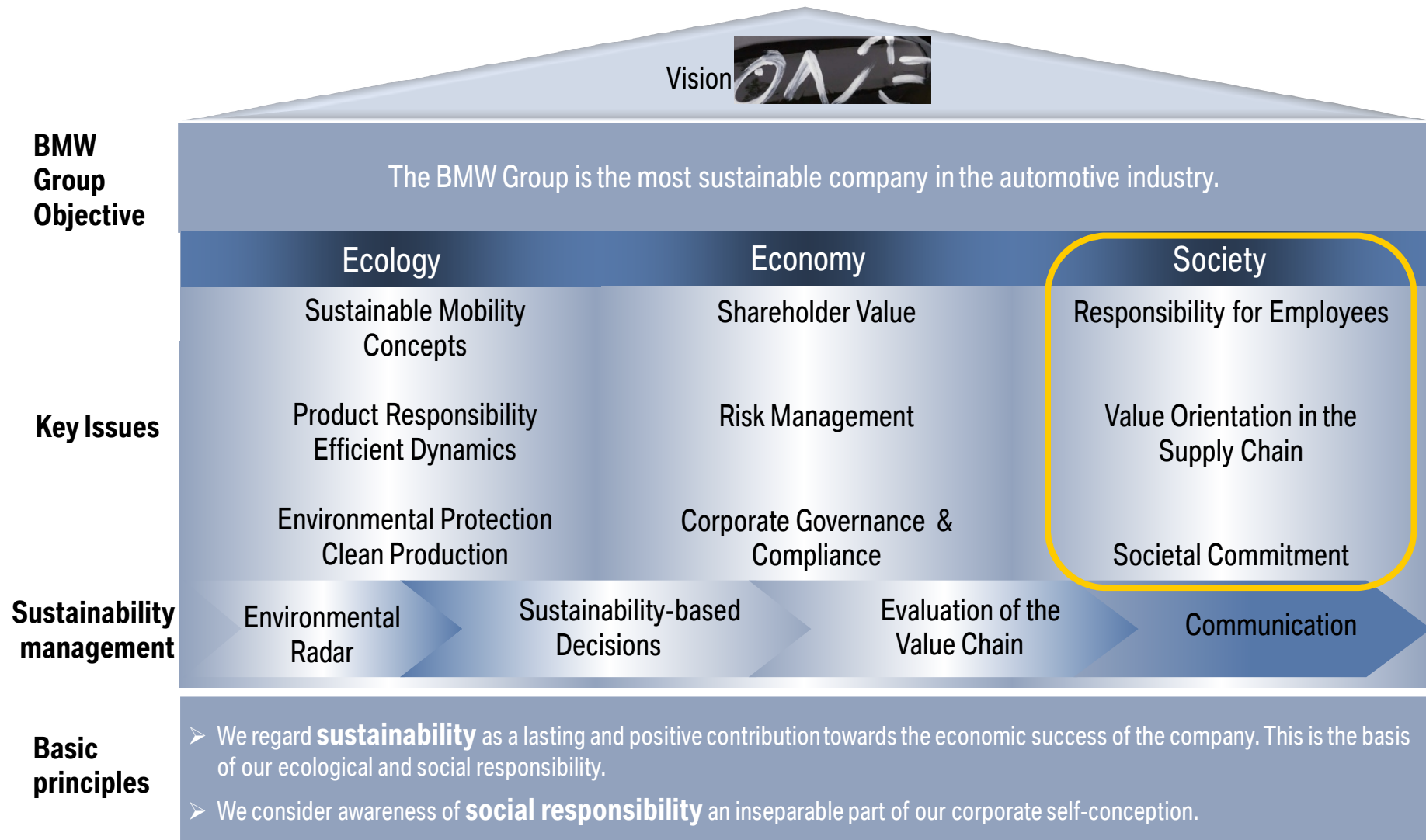
CORPORATE SOCIAL RESPONSIBILITY AT THE BMW GROUP.

**BMW
GROUP**



Rolls-Royce
Motor Cars Limited

CORPORATE SUSTAINABILITY AT THE BMW GROUP. SOCIAL ASPECTS.



SOCIAL RESPONSIBILITY. OVERVIEW.

Responsibility for employees today and tomorrow

- Programs promoting work-life balance
- Efficient work structures / flexible work hour systems
- Demographic change project „today for tomorrow“
- Leadership and qualification
- Health management 2020
- Diversity



Value orientation in the supply chain

- Sustainability requirements as part of purchasing conditions
- Selection of suppliers based on sustainability criteria



Societal Commitment

- Diverse commitment with a focus on long-term approaches that are internationally transferrable
- Corporate Volunteering
- Involvement of foundations



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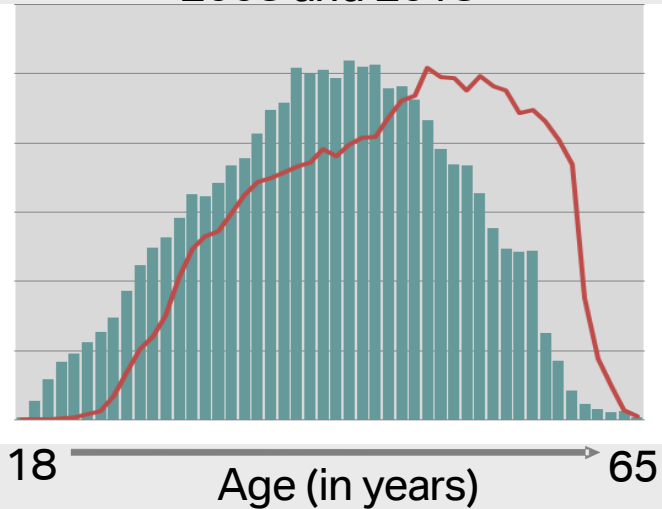
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EMPLOYEES. KEY ISSUE DEMOGRAPHIC CHANGE.

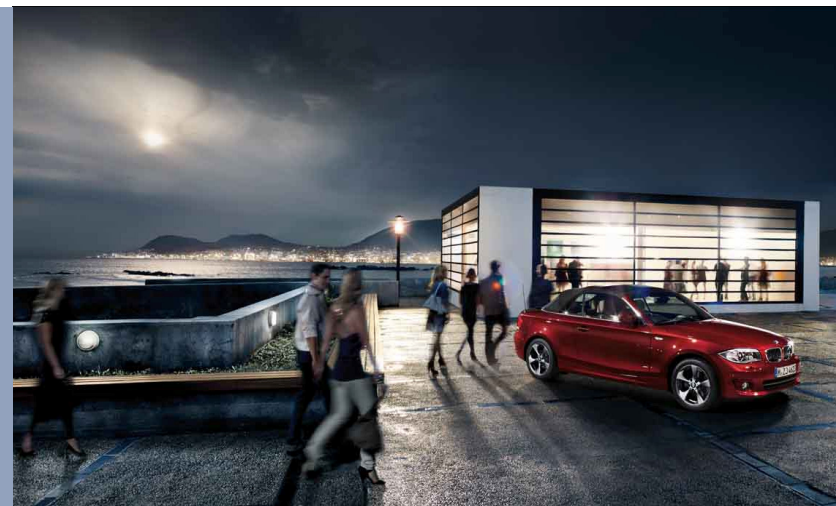
Workforce Age BMW AG
2008 and 2018



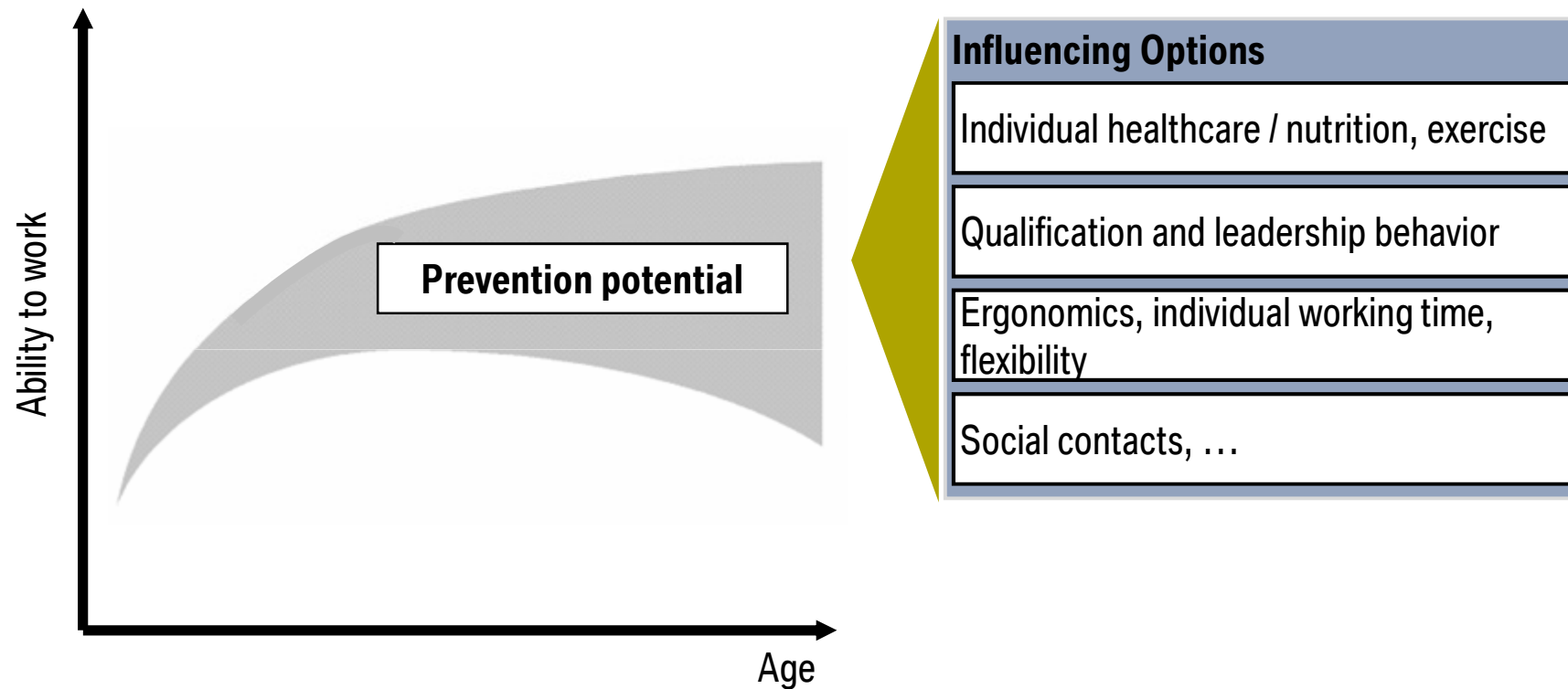
Aim

Increase productivity and innovation level with an increased average age of staff

	2008	2018
Avg age	41,4	46,4



EMPLOYEES. KEY ISSUE DEMOGRAPHIC CHANGE.



Physical ability of older workers does not necessarily decrease over time.
It can be improved and / or stabilized with effective countermeasures.

EMPLOYEES. 'TODAY FOR TOMORROW'. PROGRAM ELEMENTS.

Techniques

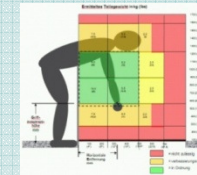
Mixed workload

Work content

Ergonomic design

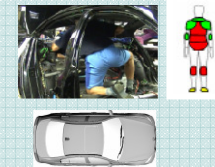
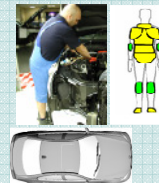
ABA Tech assessment

Kriterium	„gelber“ Bewertung	„roter“ Bewertung	Bemerkung
Übertragene Belastung	100% Belastung der Arme mit dem Schutzhelm, sowie der Wirtschleife	Arbeiten über Schulhöhe ist erforderlich (Zustatistat > 30%)	Arbeiten über Schulhöhe (Zustatistat > 10%) oder statische Hebelzeiten (> 5 sec.)
Bewegung	100% Belastung der Gelenke	> 30° Biegen und/oder > 15° Drehen (Zustatistat > 30%)	Veränderte Fingertasten, veränderte Körperhaltung in der Kniekehle oder der Beine
Statische Belastung	100% Belastung der Arme mit dem Schutzhelm, sowie der Wirtschleife	Im Stehen > 100 N (Zustatistat > 30%) Im Sitzen > 40 N bis 70 N (Zustatistat > 30%)	Im Stehen > 100 N (Zustatistat > 30%) Im Sitzen > 70 N (Zustatistat > 30%)
Handkraft	100% Belastung der Arme mit dem Schutzhelm, sowie der Wirtschleife	Ausgewählte Kraftfaktoren siehe Anhang 2	Kraftaufwand und/oder Verringerung Handgelenke
Proper Kraft	100% Belastung der Arme mit dem Schutzhelm, sowie der Wirtschleife	Ausgewählte Kraftfaktoren siehe Anhang 2	Stufen Einbauten, Breiter korrektes
Bewegung	100% Belastung der Arme mit dem Schutzhelm, sowie der Wirtschleife	100% Belastung der Arme mit dem Schutzhelm, sowie der Wirtschleife	100% Belastung der Arme mit dem Schutzhelm, sowie der Wirtschleife
Handkraft	100% Belastung der Arme mit dem Schutzhelm, sowie der Wirtschleife	100% Belastung der Arme mit dem Schutzhelm, sowie der Wirtschleife	100% Belastung der Arme mit dem Schutzhelm, sowie der Wirtschleife



Set-up

Capacity optimized rotation



Human

Qualification „health equitable work“



„Biological age“
Sensitizing to handling individual health



'TODAY FOR TOMORROW' AS ONE TOPIC ON: > WWW.BMWGROUP.COM/WHATSNEXT

A man with grey hair and a mustache, wearing a dark blue polo shirt and blue overalls, stands in a BMW factory. He is looking towards the camera with a slight smile. In the background, there are industrial machines, a control panel with a screen, and another worker in a blue uniform. The factory has a high ceiling with industrial lighting and metal structures.

MEET THE REFORMER WHO APPRECIATES TRADITIONAL VALUES.

AGE-APPROPRIATE WORK.
IT'S WHAT'S NEXT FOR US.

► Find out more

A row of five small, square images showing different BMW employees in various work settings. From left to right: a woman in a blue shirt, a man in a blue shirt, a man in a blue shirt, a man in a blue shirt, and a man in a blue shirt.

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Value orientation in the supply chain

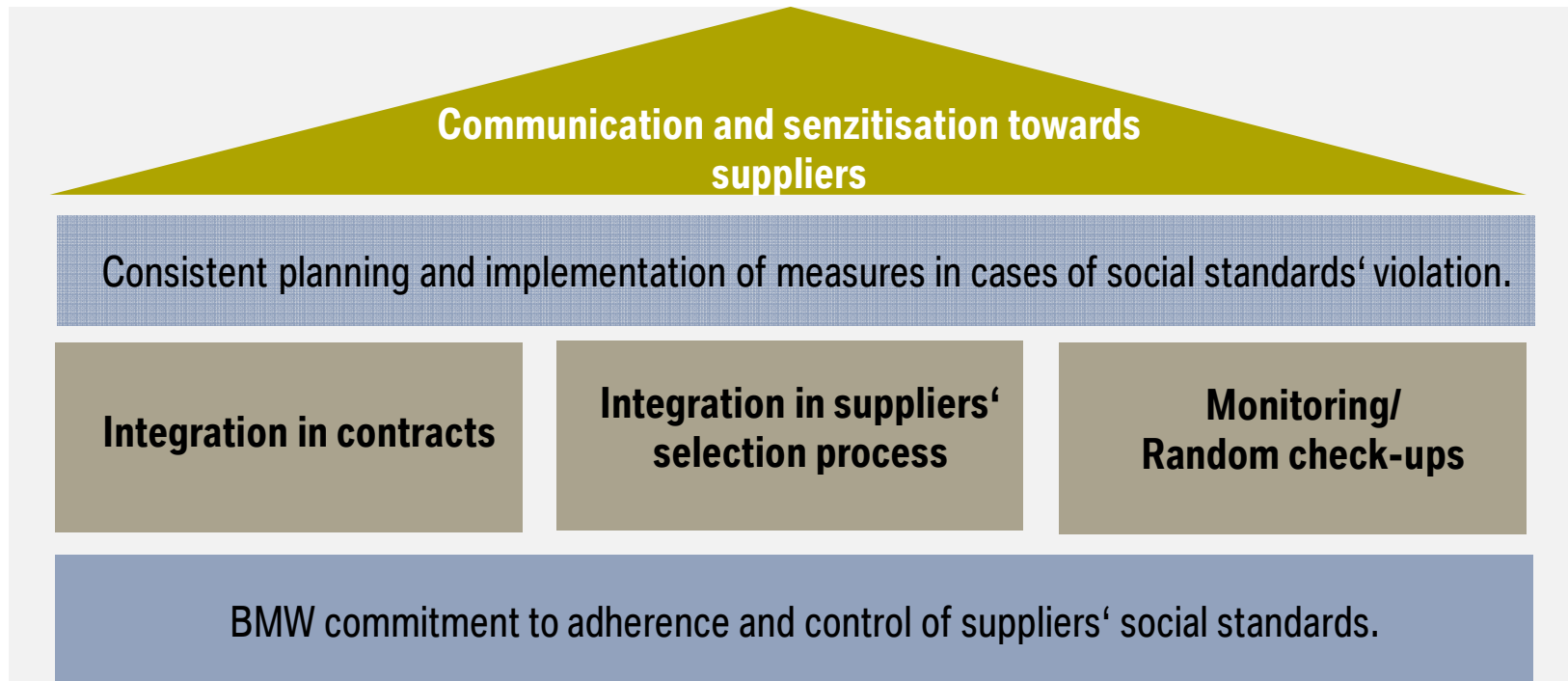
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SUPPLY CHAIN. PRINCIPLES AND ACTIVITIES.



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SOCIAL ENGAGEMENT: ALIGNMENT, PRINCIPLES AND CORE TOPICS.

- Societal programmes for more than 20 years
- Objective: shaping relevant social developments
- Not sponsoring, but commissioning body/initiator of social programmes
- Principle of providing self-help
- Support at the company's sites for the community through donations and contributions in kind (Community Relations)
- **Core themes of societal commitment**
 - Education for children and youngsters
 - Intercultural understanding
 - Road Safety
 - Programmes against HIV/AIDS



SOCIAL ENGAGEMENT. EXAMPLE PROJECTS. EDUCATIONAL ACTIVITIES AND INTERCULTURAL LEARNING.

Providing course package materials worldwide



Subjects: traffic safety, mobility, energy and Clean Energy, automotive production and natural scientific promotion

Promoting intercultural dialogue



"BMW Group Award for intercultural engagement" honours outstanding projects.

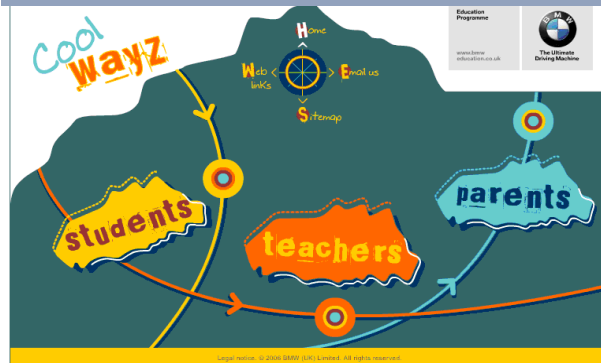
SOCIAL ENGAGEMENT. EXAMPLE PROJECTS. ROAD SAFETY PROGRAMS.

Promoting road safety concepts worldwide



- "School route maps for infant classes" – primary schoolchildren in Munich and Berlin get their own personal school route map, designed to ensure that they can get safely to school.
- Children's Traffic Safety Education Programme in China since 2005

Websites for traffic education in the UK



- "Safe on the street" website offers information regarding traffic education of 7-11 year old children for parents and primary school teachers.
- "Coolwayz" website gives pupils who are changing to secondary schools the chance to plan the safest way to school by themselves.

Road safety education in Argentina and Brazil

SOCIAL ENGAGEMENT. EXAMPLE PROJECTS. HIV/AIDS PROGRAM AT THE BMW GROUP AND BEYOND.

HIV/AIDS workplace programme at BMW Group site South Africa



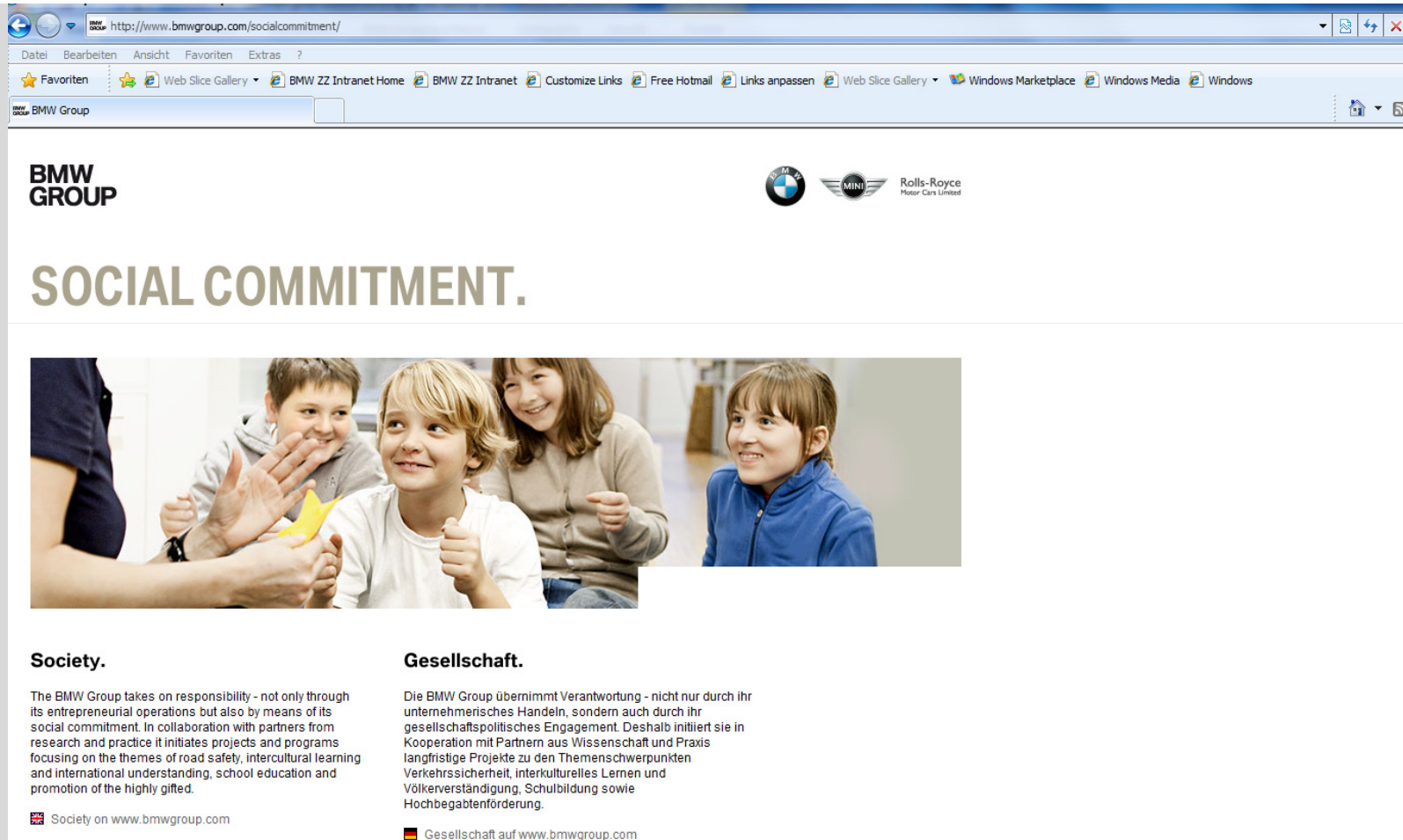
- "AID for AIDS" health service with extensive care for employees and their families – medication, psychological counseling, nutrition, lifestyle education, re-integration
- Over 87% of BMW employees in South Africa have been tested on HIV/AIDS voluntarily
- HIV is brought up already in the plant daycare centres

HIV/AIDS programme in society in South Africa



- Community and health centre for medical and psychological counseling in Soshanguve, a township where most employees of the BMW Group live
- Cooperation with the LoveLife Trust to establish a HIV/AIDS-prevention centre for the youth near Knysna

FURTHER INFORMATION. WWW.BMWGROUP.COM/SOCIALCOMMITMENT



BMW GROUP

SOCIAL COMMITMENT.

Society.

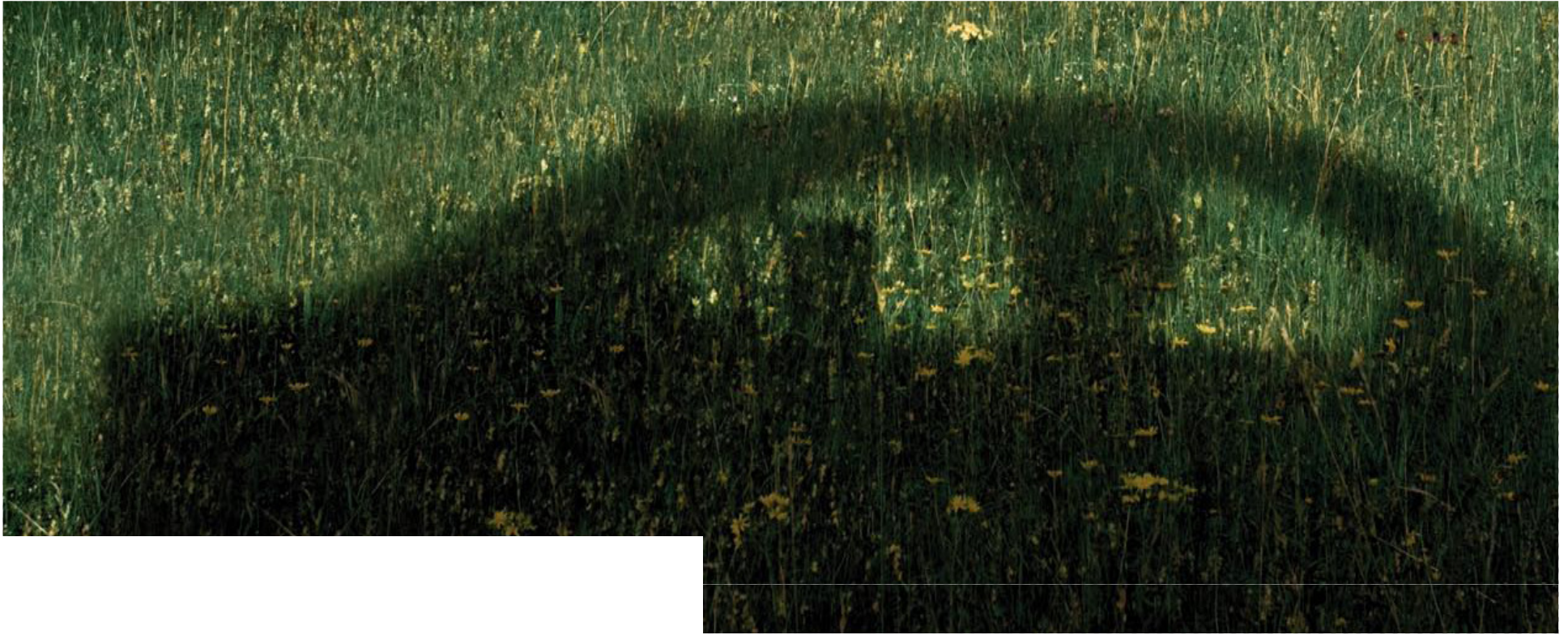
The BMW Group takes on responsibility - not only through its entrepreneurial operations but also by means of its social commitment. In collaboration with partners from research and practice it initiates projects and programs focusing on the themes of road safety, intercultural learning and international understanding, school education and promotion of the highly gifted.

[Society on www.bmwgroup.com](#)

Gesellschaft.

Die BMW Group übernimmt Verantwortung - nicht nur durch ihr unternehmerisches Handeln, sondern auch durch ihr gesellschaftspolitisches Engagement. Deshalb initiiert sie in Kooperation mit Partnern aus Wissenschaft und Praxis langfristige Projekte zu den Themenschwerpunkten Verkehrssicherheit, interkulturelles Lernen und Völkerverständigung, Schulbildung sowie Hochbegabtenförderung.

[Gesellschaft auf www.bmwgroup.com](#)



THANK YOU.

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