CORPORATE SOCIAL RESPONSIBILITY AT THE BMW GROUP.
CORPORATE SUSTAINABILITY AT THE BMW GROUP. SOCIAL ASPECTS.

The BMW Group is the most sustainable company in the automotive industry.

- **Ecology**
  - Sustainable Mobility Concepts
  - Product Responsibility
  - Efficient Dynamics
  - Environmental Protection
  - Clean Production

- **Economy**
  - Shareholder Value
  - Risk Management
  - Corporate Governance & Compliance

- **Society**
  - Responsibility for Employees
  - Value Orientation in the Supply Chain
  - Societal Commitment
  - Communication

**Basic principles**

- We regard **sustainability** as a lasting and positive contribution towards the economic success of the company. This is the basis of our ecological and social responsibility.
- We consider awareness of **social responsibility** an inseparable part of our corporate self-conception.

Corporate Social Responsibility at the BMW Group, AU-4, November 4th 2011
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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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

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2018</th>
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<tbody>
<tr>
<td>Avg age</td>
<td>41.4</td>
<td>46.4</td>
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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.

Influencing Options

- Individual healthcare / nutrition, exercise
- Qualification and leadership behavior
- Ergonomics, individual working time, flexibility
- Social contacts, …
EMPLOYEES. ‘TODAY FOR TOMORROW’. PROGRAM ELEMENTS.

**Techniques**
- Mixed workload
- Ergonomic design
- ABA Tech assessment
- Capacity optimized rotation

**Set-up**
- Qualification „health equitable work“

**Human**
- „Biological age“ Sensitizing to handling individual health
Meet the reformer who appreciates traditional values.

Age-appropriate work. It's what's next for us.

Find out more
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SUPPLY CHAIN. PRINCIPLES AND ACTIVITIES.

Communication and sensitisation towards suppliers

- Consistent planning and implementation of measures in cases of social standards' violation.
- Integration in contracts
- Integration in suppliers' selection process
- Monitoring/Random check-ups

BMW commitment to adherence and control of suppliers' social standards.
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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
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.

Gesellschaft.
THANK YOU.