

DRIVING

SOCIAL IMPACT





THE BMW GROUP IS MUCH MORE THAN A CARMAKER.

With a workforce of around 157,000 people from 110 different nations, we are an integral part of global society and a true corporate citizen. As such, we bring the same sincerity and innovative spirit to our activities outside of our offices and factories as to those within.

For us, corporate citizenship exceeds the company's actual business activities. We consider ourselves part of the solution to a wide range of major issues and challenges ahead. This is why we foster an extensive global network of credible partners. We always make sure that our partners share our values and pursue the same goals we do. By pooling our expertise, financial resources and connections, we can find new solutions together and achieve maximum impact, true to our guiding principle of Driving Social Impact. Business success and environmental or social responsibility are not mutually exclusive. We demonstrate this with our contributions, which are all about taking innovative action. For us, leadership is not a position. It is a mindset.

The corporate citizenship engagement of the BMW Group and the selection of global activities presented here are:

TARGETED | LONG-TERM | EFFECTIVE

Our aim is to add value in areas where we can best apply our expertise and skills. This approach makes our commitment effective – and perhaps also unmistakable.

THE BMW GROUP IS ACTIVE AROUND THE WORLD IN FOUR DISTINCT FOCUS AREAS:

RESPONSIBLE LEADERSHIP FOR SUSTAINABLE DEVELOPMENT

We are creating an inspiring network of responsible leaders from the worlds of business, politics, civil society, science, arts and media who exchange ideas at both local and international levels. The goal: to make the world a better place, one step at a time.

INCLUSION FOR EQUAL OPPORTUNITIES

We aim to strengthen social cohesion. As our society is becoming more globally connected, it is also being driven further and further apart by social and political factors. As a company with a multinational workforce, we champion an open, diverse society and equitable opportunities.



EDUCATION FOR FUTURE GENERATIONS

We have long supported educational projects at our sites around the world. We regard education as the engine that drives the development of society. It ensures growth, prosperity and a social stability – the prerequisites of a healthy economy.

CULTURE AND SPORT FOR A UNITED WORLD

Cultural and athletic activities inspire people and can strengthen communities. That is why we are involved in numerous arts and sports initiatives and projects.



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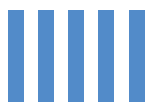
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LOCAL







**LAUNCHED IN 2011, THE
INTERCULTURAL
INNOVATION HUB IS A
JOINT INITIATIVE OF THE
UNITED NATIONS
ALLIANCE OF
CIVILIZATIONS (UNAOC)
AND THE BMW GROUP,
SUPPORTED BY
ACCENTURE.**

WE

create a network that connects
nations and cultures.

strengthen organisations and
promote intercultural dialogue.

provide funding and a one-year
capacity building programme.

**TAKE
ACTION
TOGETHER**



90+ ORGANISATIONS



BRIDGE

EDUCATING YOUNG PEOPLE
FOR TOMORROW, TODAY

BMW
GROUP



supports

unicef 
for every child

UNICEF DOES NOT ENDORSE ANY
COMPANY, BRAND, PRODUCT OR SERVICE.

We support UNICEF education programmes in Brazil, India, Mexico, South Africa and Thailand – all countries which have the need to strengthen the skills development of young people and have BMW Group presence. Thus, we are able to make best use of our expertise and our network.

We also mobilise funds for UNICEF's work in emergencies and protracted crises. This allows children to develop coping skills for trauma and helps create safe spaces where they can continue to learn.

**“BRIDGE.
EDUCATING
YOUNG
PEOPLE FOR
TOMORROW,
TODAY” IS A
LONG-TERM
PARTNERSHIP
BETWEEN THE
BMW GROUP
AND UNICEF
SET UP IN 2023.**



RESPONSIBLE LEADERSHIP FOR SUSTAINABLE DEVELOPMENT

/BMW Group Change Maker Fellowship (Germany)

/YourMelbourne (Australia)

/Young Talent Dream Project (South Korea)

/New Leipzig Talents (Germany)

/Community Matters Partnership Project - CMPP (United Kingdom)

/make_sense (France)

BMW Foundation

Inspire

We inspire leaders, through our leadership programs and encounters, to take their social and political commitment to the next level – across communities, cultures and countries.



The BMW Group and ESMT Berlin have a long-standing, close working relationship. The BMW Group Change Maker Fellowships are dedicated to supporting future leaders.

Moreover, ESMT's Social Impact Programme enables students to gain valuable experiences, for instance by sharing their knowledge with Intercultural Innovation Hub organisations worldwide.

**BMW Group
Change Maker
Fellowship**
(Germany)



YourMelbourne
(Australia)

BMW Group Australia, the Royal Melbourne Institute of Technology and the University of Melbourne have been working together since 2020.

YourMelbourne is a competition for ideas for the City of Melbourne in 2030, taking into account the 17 United Nations Sustainable Development Goals (SDGs). The focus is on mobility and quality of life in Melbourne to promote a sustainable and viable urban development, allowing local residents to get actively involved in shaping the future of their city.

Young Talent Dream Project

(South Korea)



Established in 2011, the initiative of the BMW Korea Future Fund, a non-profit foundation of BMW Group Korea, supports young people in developing individual career plans. BMW Group Korea employees and technical staff from local BMW dealerships give talks to inspire university students to pursue careers in engineering and the automotive industry.

To date, around 2,500 people participated in the programme.

New Leipzig Talents (Germany)

Long-term cooperation between BMW Group Plant Leipzig and the Leipzig Graduate School of Management, initiated in 2019.

The skills coaching programme nurtures responsible and excellent leadership in business and society. New Leipzig Talents offers an extracurricular programme on topics such as leadership skills, mindfulness and peer coaching.



Community Matters Partnership Project

(United Kingdom)

BMW Group UK has been a member of the Community Matters Partnership Project since 2015.

The charity helps businesses in Berkshire, Hampshire and Surrey with getting involved in their local communities. Together with other companies, changes at the local level are achieved through corporate volunteering, mentoring and fundraising. This way, participating companies show their commitment to their home communities.



make_sense
(France)

make_sense is an organisation dedicated to bringing society, companies and organisations together to help everyone build an inclusive and sustainable community.

BMW Group France has been supporting the re_action programme run by the social and environmental advocacy organisation since 2022.

Thus far, re_action has had 60 volunteer BMW CSR ambassadors and more than 23,500 participants and hosted training sessions for over 250 employees.



EDUCATION FOR FUTURE GENERATIONS

/Centro Social da Planta Araquari (Brazil)

/Club de Niños y Niñas (Mexico)

/STEM education in schools (South Africa)

/Junior Campus at Deutsches Technikmuseum Berlin (Germany)

/Tech4Kids (Germany)

/MINT-Labs Regensburg e.V. (Germany)

/Educational programme with the non-profit organisation Afterschool (Japan)

/BMW JOY Home (China)

/BMW Group Middle East Junior Campus (UAE)

/Dual Excellence Programme (Thailand)

Centro Social da Planta Araquari

(Brazil)



Since its inception, a total of more than 2,000 young people have made use of the centre's offerings.

Founded in 2015, the 1,300-square-metre Centro Social is located in close proximity to the BMW Group plant in Araquari. The social centre's free extracurricular programme of education, sport and arts aims to mitigate the social impact of lack of access to education. The programme targets disadvantaged young people from the community and is complemented by services such as tutoring and nutritious meals.





Club de Niños y Niñas

(Mexico)

Since 2017, BMW Group Mexico has been supporting the NGO in creating safe spaces and educational programmes for children and adolescents from low-income families. In 2023, a centre was opened on the premises of the BMW Group plant in San Luis Potosí to serve children from surrounding communities.

In total, almost 1,500 children and adolescents have benefited from the institution so far.



STEM education in schools

(South Africa)



BMW Group South Africa's social engagement has always focused on teaching and education. Since the 1970s, programmes have been in place to bring environmental education to schools, encouraging children and adolescents to step up their environmental awareness. There is now a particular focus on education in the STEM subjects of science, technology, engineering and mathematics.



More than 140
schools across
the country
have now been
supported.

Junior Campus at Deutsches Technikmuseum Berlin

(Germany)

Around 90,000
children of
pre-school and
school age have
attended the Junior
Campus workshops
thus far.

Since 2012, the Junior Campus has been a place of learning run by the Stiftung Deutsches Technikmuseum (German Museum of Technology Foundation) and the BMW Group, enabling children and adolescents to carry out their own experiments and research. The specially developed programmes and workshops on future-critical topics are always age-appropriate and aligned with the school syllabus.



Tech4Kids

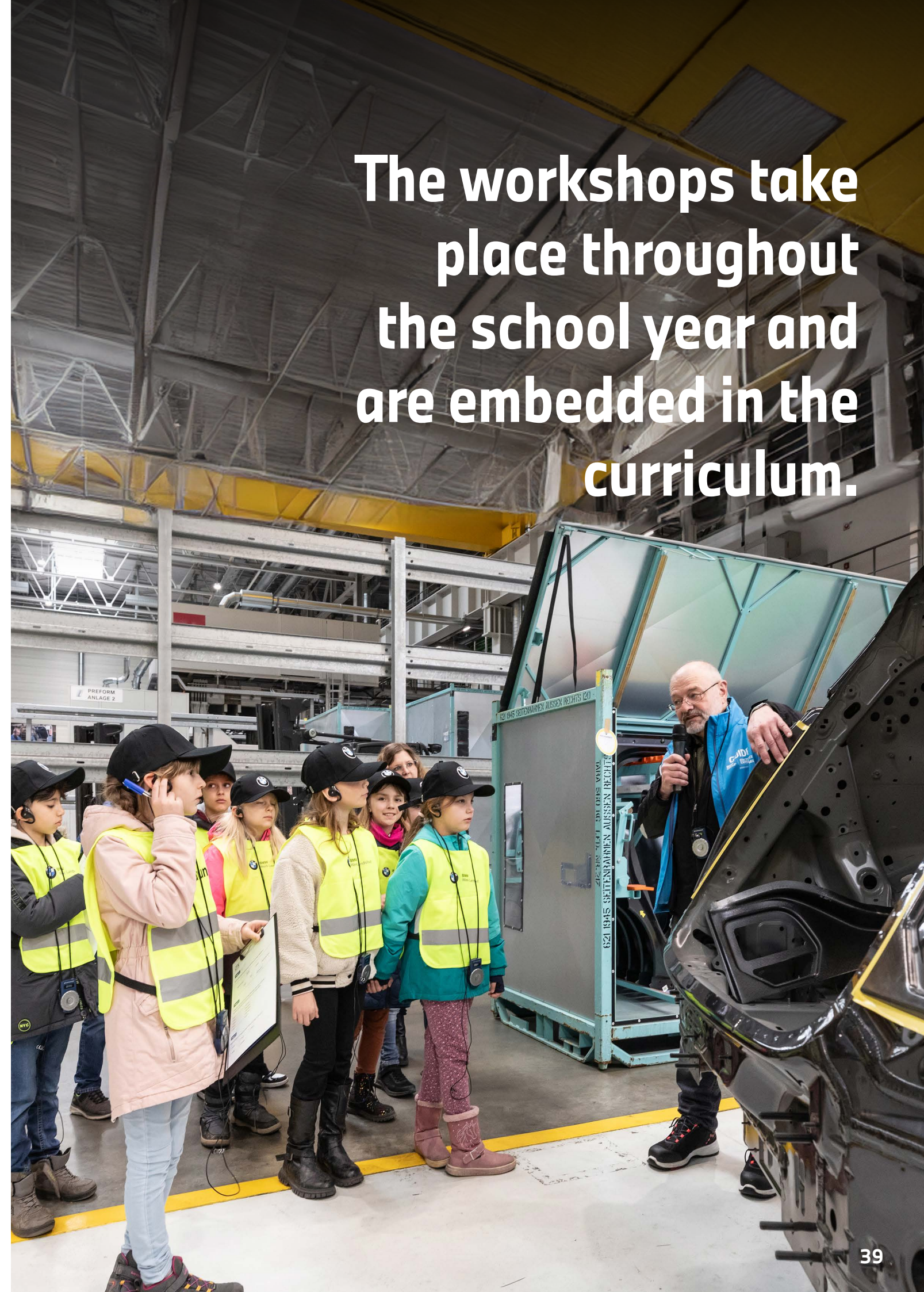
(Germany)



BMW Group Plant Landshut has been supporting workshops for primary school children since 2016 to familiarise the next generation with technology topics. Following the workshop, all student groups visit and tour the Landshut plant, where the topics are taught and explained in an age-appropriate way.

Having been expanded from four to eight participating schools, the programme now reaches around 400 8-9 year old primary school pupils each year.

The workshops take place throughout the school year and are embedded in the curriculum.





MINT-Labs Regensburg e.V.

(Germany)



Each year,
around 3,000
children and
their teachers
take part in the
association's
activities.

The association's purpose is to promote interest in and understanding of the STEM subjects of science, technology, engineering and mathematics among children and adolescents. The BMW Group plant in Regensburg has been a member of the association since 2021 and is actively involved in shaping the programme. Young participants have access to workshops, experiments and projects to gain practical experience in STEM topics.



More than 80 children at four primary schools have already taken advantage of the offer.



Educational programme with the non-profit organisation Afterschool

(Japan)

BMW Group Japan and Afterschool, a non-profit that specialises in after-school care for primary school children, have run their joint educational programme since 2021. The focus is on future mobility topics and their implementation in schools. Corporate volunteering provides up-to-date insights and gives children a real-life experience.

BMW JOY Home

(China)

The BMW Group's initiative in China has been promoting equity in China's education system, especially in rural areas, since 2011.

BMW JOY Home is an active response to the nationwide focus on boosting rural areas. The Self-Strengthening Movement was initiated in 2021, targeting a total of 52 schools in poverty-stricken districts and helping to further develop and elevate physical education.

In this way, the initiative gives children in underserved areas equitable opportunities and promotes their personal development.



There have been over 150,000 participants to date.

BMW Group Middle East Junior Campus (UAE)



Designed as a "school roadshow", the BMW Group Middle East's mobile Junior Campus was introduced in 2022. It focuses on STEM-based learning about topics such as sustainability and road safety.

So far, around
1,500 children
have been part
of the interactive
workshops.





Dual Excellence Programme

(Thailand)

The two-year scholarship programme for vocational students has been ongoing since 2015.

The grants are awarded for academic and practical technical training, particularly in mechatronics, at the BMW Training Centre. In the future, the programme will be expanded to provide scholarships and grants for degrees in mechatronics, logistics and data analysis at two vocational schools.

So far, eight cohorts of nearly 110 apprentices have been supported.



INCLUSION FOR EQUAL OPPORTUNITIES

/JOBLINGE (Germany)

/Magic Bus (India)

/Semear (Portugal)

/Habitat for Humanity (USA)

/Driver safety training for disabled individuals (Germany and Italy)

JOBLINGE
(Germany)



We support
JOBLINGE's
goal to place
100,000
young people in
apprenticeships
by 2030.

Launched in 2008 by the Boston Consulting Group and the Eberhard von Kuenheim Foundation of BMW AG, the non-profit JOBLINGE aims to help young people from marginalised backgrounds to access real job opportunities and find a long-term place in the labour market and society.

In September 2024, the JOBLINGE basecamp Munich opened. The innovative learning and meeting space makes it easier for young people to enter the world of work. Together with Allianz Group, Infineon Technologies AG, Lufthansa Group and Siemens AG, the BMW Group is a founding partner of the non-profit organisation's project. The companies actively promote long-lasting apprenticeships and fight youth unemployment. The basecamp Munich will also serve as a hub for everyone involved in vocational training.



Magic Bus

(India)

The programme provides the foundation for up to 2,000 young people annually to build an independent livelihood.



Launched in 2011, the collaboration between BMW Group India and the NGO Magic Bus has continued to grow ever since. The current project focuses on the training of underserved children and adolescents, helping them achieve their personal and professional goals by placing them in permanent employment or vocational training. Several centres successfully operate in major cities such as Delhi, Mumbai, Chennai and Hyderabad.

SEMEAR

(Portugal)



The project promotes the societal inclusion of disabled people. The aim is to fully integrate them into society by providing training and upskilling opportunities, and by creating awareness for a paradigm shift.

Vocational training is offered to around 65 disabled adults annually.

The cooperation with SEMEAR has been ongoing since 2021. BMW Group Portugal supports the initiative with corporate volunteering, among other things.



Habitat for Humanity

(USA)

One way to support the projects is through volunteering in the construction of the houses. The aim is to create safe and affordable housing in underserved communities.



BMW Group North America has been partnering with Habitat for Humanity for many years, supporting projects at multiple locations throughout the US.

Driver safety training for disabled individuals

(Germany and Italy)



Germany

The BMW M Driving Academy's special driving safety training for people with physical disabilities utilises converted current BMW and MINI models. These vehicles can be controlled by hand while keeping both hands at the steering wheel. This is possible thanks to a separate ring on the steering wheel (accelerator) and a special brake lever placed directly next to it.



Italy

Since 2016, BMW Group Italy has been collaborating with Diversamente Disabili. The courses have been specifically developed for disabled motorcyclists and utilise modified motorbikes. Participants may also obtain a special driving licence or compete in frequently organised motorcycle championships.

So far, more than 300 disabled individuals have been able to ride motorcycles again and over 100 driving licences have been issued.



CULTURE AND SPORT FOR A UNITED WORLD

/Opera for all (around the world)

/Premio de Pintura (Spain)

/BMW Shorties (Malaysia)

/BMW China Culture Journey (China)

/Dunks for Tomorrow (Germany)

/Engagement through golf (around the world)

/SciAble and Boccia Paralimpica (Italy)



Opera for all

(around the world)

The free
open-air
concerts are
visited by tens
of thousands
of people
worldwide each
year.

Munich
Bavarian State Opera:
Opera for all since 1997

Berlin
Staatsoper Unter den Linden:
State Opera for all since 2007

London
London Symphony Orchestra:
BMW CLASSICS since 2012

Melbourne
Opera Australia:
BMW Opera for All since 2024



The events bring classical music and opera from the concert hall onto the street, offering barrier-free access.

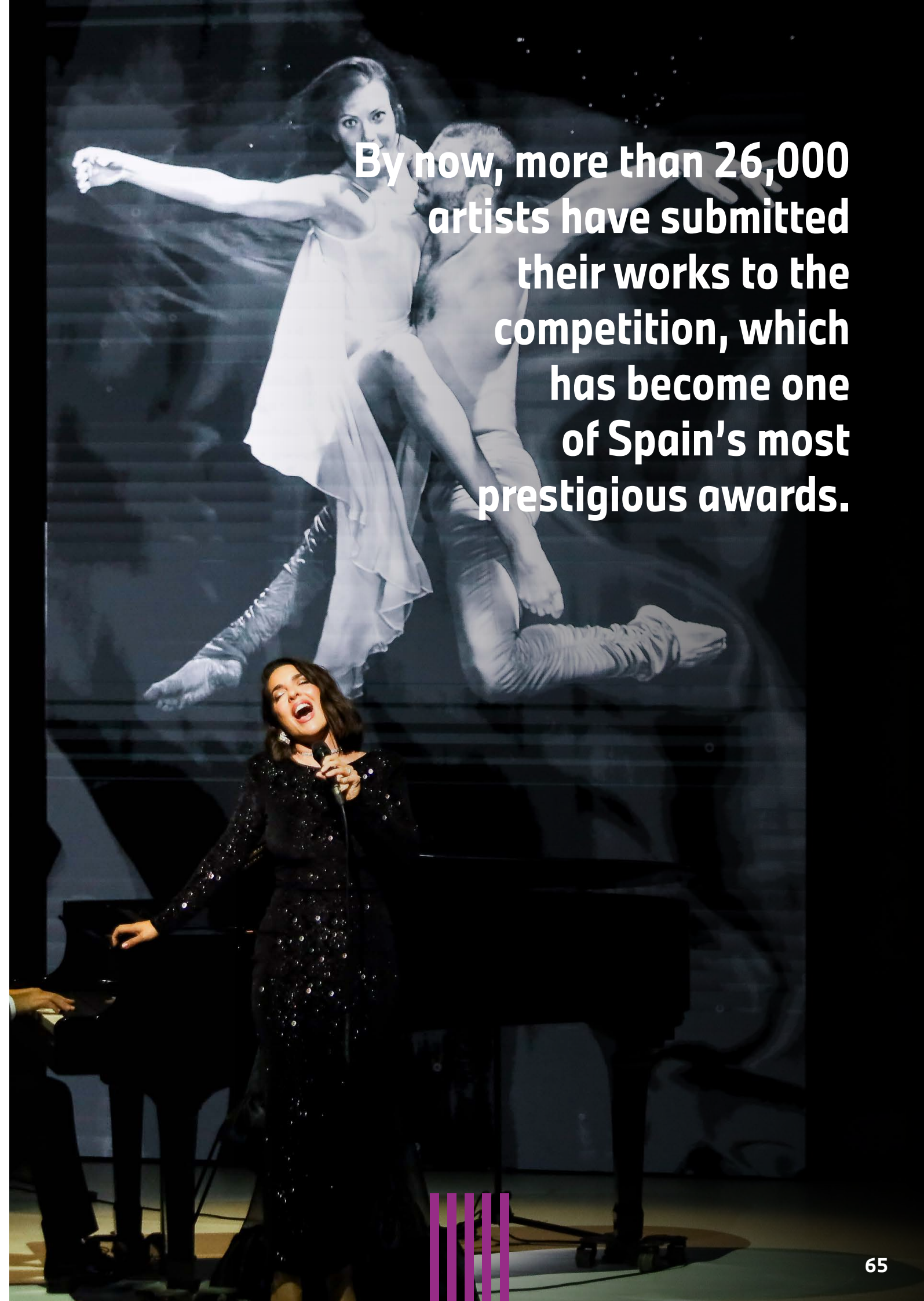
Premio de Pintura

(Spain)



Held annually since 1986, the competition run by BMW Group Spain supports arts and local culture by showcasing diverse and innovative works of art in various categories.

The Premio de Pintura contributes to preserving important social values in Spain, to developing new forms of expression through innovative works of art and to discovering new talent.

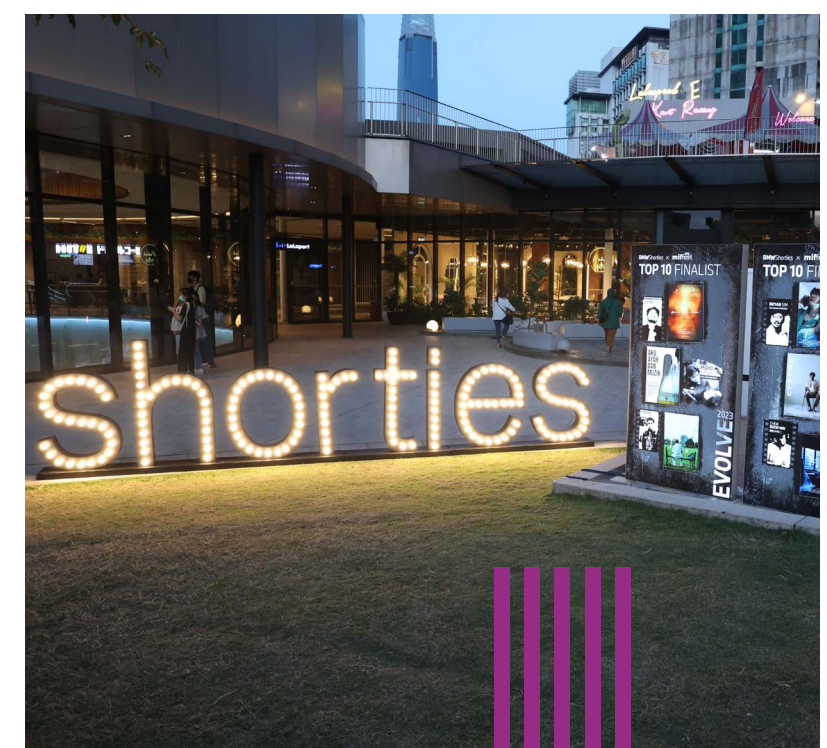


By now, more than 26,000 artists have submitted their works to the competition, which has become one of Spain's most prestigious awards.

Since 2006, a total of around 1,300 short films have been submitted and numerous up-and-coming filmmakers in Malaysia's creative industry have been supported.

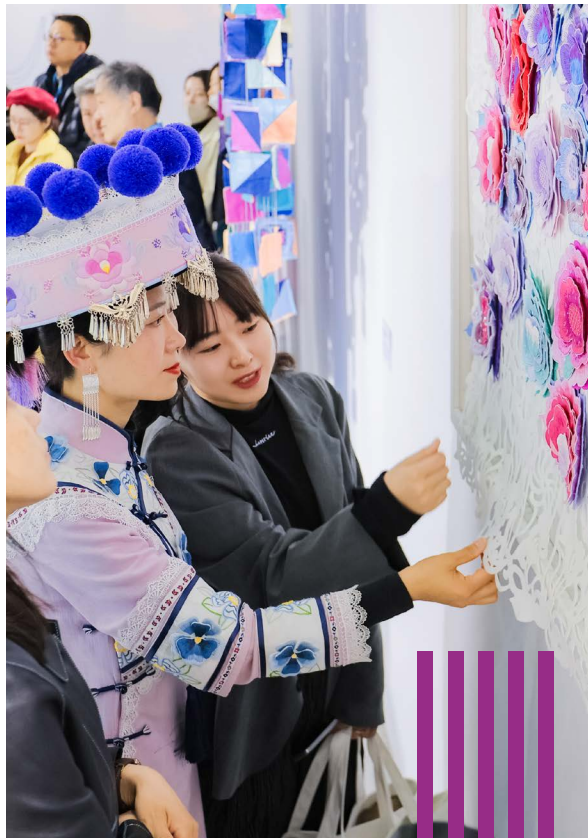
BMW Shorties (Malaysia)

The competition provides a platform for Malaysian directors of short films to showcase their talent and creativity. It serves as a springboard for the country's next generation of creative talent to challenge conventions and address future-oriented themes.



BMW China Culture Journey

(China)



Since 2007, the BMW Group's initiative in China has focused on protecting and promoting traditional Chinese culture, especially intangible cultural heritage. It supports projects in urgent need of protection as well as research projects.

The Grand Canal has been officially recognised as a World Heritage Site for ten years. Since April 2024, the Grand Canal Cultural Protection and Education Public Welfare Project has aimed to preserve and strengthen its cultural heritage.



The BMW China Culture Journey impacts approximately 160 million people who contribute to the protection of their intangible cultural heritage.



Dunks for Tomorrow

(Germany)



For every dunk of FC Bayern Munich basketball in a home game, **€1,000 are donated to a charity.**

The BMW Group and FC Bayern Basketball have jointly supported regional education projects as part of their partnership since 2023.

Engagement through golf

(around the world)



Evans Scholars Foundation

Since debuting the BMW Championship in 2007, all proceeds from the tournament have been donated to the Evans Scholars Foundation, which awards full college scholarships to caddies in need of financial support.

This has already allowed more than 3,300 young people to receive a college education.



The BMW Group
donates €1,000
for every eagle
scored in the title
tournaments to
education-focused
charities.

Eagles for Education

The long-term golf initiative was launched at the 2023 BMW International Open.

SciAbile and Boccia Paralimpica

(Italy)

SciAbile

The Sauze d'Oulx ski school caters for individuals with physical and learning disabilities. Thanks to the support of BMW Group Italy, the ski school has provided free equipment and lessons since 2003, championing the social inclusion of disabled individuals.

Boccia Paralimpica

Since 2016, BMW Group Italy has partnered with the Federazione Italiana Bocce (FIB) to promote the inclusion of disabled people. The initiative, which is one-of-its-kind in Italy, aims to give disabled athletes the opportunity to pursue sports at a competitive level.

To date, more than 1,500 people have participated.

Today, more than 200 athletes are members of the FIB and regularly participate in competitions.



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