



# MINI CORPORATE COMMUNICATIONS

Media information

09 April 2021

## MINI BOOST FOR TINY FOREST INITIATIVE.



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**Think globally, act locally. MINI is setting a sustainable example partnering with Earthwatch Europe and their "Tiny Forest" initiative: Even small projects can make a big difference and inspire people to act responsibly.**

**Munich.** Using small spaces creatively: This approach has been firmly anchored in MINI's DNA for more than 60 years. Together with the non-profit organisation Earthwatch Europe, MINI Great Britain is supporting the sustainable "Tiny Forest" initiative and continuing its commitment to urban green spaces and boosting biodiversity. MINI has funded and planted its first "Tiny Forest", near to a MINI production site in Swindon, England. With this partnership, MINI wants to raise awareness for local environmental projects and call for a responsible approach to nature. The next MINI Tiny Forest will be planted near the home of the MINI Plant in Oxford in 2022.

### **Sharing knowledge, inspiring people**

"Tiny Forests provide rich opportunities for connecting young and old alike with the environment and sustainability," explains Louise Hartley, Tiny Forest Officer at Earthwatch Europe: "It's vital that we give people the knowledge and skills to protect our natural world and inspire them to take positive action. We are delighted to be working with MINI UK to bring these inspiring spaces to Swindon and Oxford."

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## **An accessible MINI ecosystem**

Like the all-electric MINI, "Tiny Forests" are very impressive due to their enormous efficiency in a small space: 600 indigenous trees are planted especially close to each other on the area of a tennis court and allowed to grow in a completely natural way. The result: up to 30 percent more density, up to ten times faster growth and up to thirty times better absorption of carbon dioxide. This, in turn, will attract more than 500 animal and plant species over the next three years and transform the "Tiny Forest" into an accessible mini-ecosystem.

"MINI are really excited to partner with Earthwatch Europe to plant Tiny Forests in our local communities and across the UK," says David George, Director MINI Great Britain and Ireland: "For over 61 years we have made cars using resources responsibly and to maximum effect. Our shared values of sustainability and bringing people together is what makes this such a great partnership."

Thanks to the active support of knowledge-hungry students and helpers, Earthwatch Europe will collect a lot of data in the "Tiny Forest" over the next two years to learn more about topics such as carbon absorption, thermal comfort, biodiversity and the social benefits of such green spaces in an urban area. The focus is always on cooperating with local institutions.

Fuel consumption, CO<sub>2</sub> emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles on the automotive market in Germany. For ranges, the NEDC figures take into account differences in the selected wheel and tyre size, while the WLTP figures take into account the effects of any optional equipment.

All figures are already calculated on the basis of the new WLTP test cycle. NEDC values listed have been calculated back to the NEDC measurement procedure where applicable. WLTP values are used as a basis for the definition of taxes and other vehicle-related levies that are (also) based on CO<sub>2</sub> emissions and, where applicable, for the purposes of vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures is also available at [www.bmw.de/wltp](http://www.bmw.de/wltp) can be found.

For further details of the official fuel consumption figures and official specific CO<sub>2</sub> emissions of new cars, please refer to the "Manual on the fuel consumption, CO<sub>2</sub> emissions and power consumption of new cars", available at sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Schramhausen and at <https://www.dat.de/co2/>.



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## The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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