

Press information
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Re-Source 2014: Environment Ministries and Federal Environment Agencies of Germany, Austria and Switzerland host knowledge-sharing conference on resource conservation.

Presentation by BMW Group subsidiary DesignworksUSA provides insights into corporate practice on design and sustainability.

Munich. The international conference Re-Source 2014 was held from 29 to 30 April in Vienna. It is the largest German-speaking conference on the subject of efficient resource use through sustainable waste management. The delegates, comprising business, scientific, political and administrative experts, discussed aspects of sustainable resource use and recycling. The creative consultancy and BMW Group subsidiary DesignworksUSA, which had been invited by the German Federal Environment Agency to speak on the topic of “sustainability and design”, provided insights into the corporate practice of a global design studio.

Resource conservation – from theory to practice.

The primary focus of Re-Source is on the many aspects of an environmentally friendly value chain, ranging from sustainable product development to efficient consumption. In six consecutive modules, the conference addressed a spectrum of topics ranging from consumer habits and the potential for change to the role of design in driving sustainable product development, recycling issues in the form of urban mining and rare earth metals, and the potential for sustainable raw material sourcing.

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Approximately 80% of the environmental impact of a product is determined during the early development phase, so the design plays an important role in the product development process.

In its speech the consultancy DesignworksUSA explored the role of design in sustainable product development. It reiterated its plea for more intensive collaboration on sustainability between companies as well as between companies and the political and scientific communities. It also pointed to the fact that with its ability to cut through complexity, to integrate different fields of expertise, to grasp the bigger picture and to identify interconnections, design can act as a mediator and catalyst and is capable of identifying and exploiting new opportunities in the product development process.

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Re-Source

The Re-Source Conference is a biennial international conference hosted jointly by the Federal Environment Agencies of Austria and Germany, the German Environment Ministry, the Swiss Federal Office for the Environment and the Austrian Ministry for Agriculture, Forestry, Environment and Water Management. Presentations at this event focus on national strategies for resource conservation and systematic approaches for improved recycling efficiency. The speakers also discuss their presentations with participants. The different approaches are illustrated with the aid of positive examples from business practice, which serve to highlight future action areas.
www.re-source2014.at

BMW Group DesignworksUSA

BMW Group DesignworksUSA is a creative consultancy that's been driving innovation for forty years. Acquired by BMW Group in 1995, DesignworksUSA enables its parent company as well as internationally-renowned clients outside the automotive industry to grow their businesses through design and a portfolio of creative consulting services. With clients including Coca Cola, Dassault Aviation, Embraer, HEAD, HP, Intermarine, John Deere, Microsoft, Bay Area Rapid Transit (BART), Siemens and Varian Medical Systems, DesignworksUSA is deeply immersed in a broad cross-section of industries. Combining cross-fertilized knowledge with strategic long-term

perspectives and global context provided by studios in Los Angeles, Munich, and Shanghai, DesignworksUSA draws upon its unique and vibrant resources to create the future. www.designworksusa.com

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold around 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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