

Corporate Communications

Media Information
February 4, 2021**Sustainability, future technologies and visions for our society up to 2115: the FUTURE FORUM by BMW Welt is looking ahead at an inspiring 2021**

- **Focus on sustainability: (digital) event series dedicated to sustainability all year round**
- **New set of events: what will our future be like in 100 years' time? Based on the ambitious long-term study from 2b AHEAD ThinkTank, Europe's largest trend research institute**
- **Continuation of the "Reclaim the Future!" series in cooperation with the 1E9 think tank. Theme: how do pioneering technologies from the tech community influence our future?**

München. In 2021, the FUTURE FORUM by BMW Welt will be exploring the big issues of our future. Now in its third year, visitors can once again look forward to inspiring, digital live formats and expert talks featuring top-class speakers. Since October 2019, the FUTURE FORUM by BMW Welt has been a progressive platform that invites experts from different disciplines and movers and shakers with an innovative spirit to share their visions of the future. It's a source of inspiration and actively promotes discussions on all issues of tomorrow. True to the slogan EXPLORE THE FUTURE. GET INSPIRED. JOIN THE CONVERSATION.

In 2021, the FUTURE FORUM by BMW Welt will focus on established digital and hybrid formats, allowing participants access to keynotes and discussion groups including ideas, concepts and technologies that could affect future living. This means the FUTURE FORUM by BMW Welt is playing an active part in shaping the future.

In its own (digital) event series, the FUTURE FORUM by BMW Welt will dedicate the whole year to sustainability in all its dimensions. It will carry on working with the 1E9 think tank, but will also start an exciting and inspiring series of events with 2b AHEAD ThinkTank. All live streams are free and can be accessed on the [FUTURE FORUM website](#) and on the [BMW Welt & BMW Museum Facebook page](#).

Sustainability in all its dimensions – the all-year (digital) event series

How will societies become fairer and more social? How can we protect our environment? How can we build sustainable economies? And what key role does sustainability play in this? In its own event series, the FUTURE FORUM by BMW Welt will dedicate this year to the economic, social, ecological and economical aspects of sustainability. Each series consists of two to three 30-minute digital sessions, with inspiring guests diving deep into each topic and encouraging participants to take part in the discussions. First up are three sessions on "Clean and Renewable Energies," which will take a look at innovations for the energy revolution, green hydrogen and intelligent energy systems. The series will kick off on February 9, 2021 with a live stream on "Climate-Effective Technologies – Start-Ups Revolutionizing the Industry." Next up on February 10 is "Green Hydrogen – the Fuel of the Future?", with "Smart Energy – the Need for Intelligent Energy Grids." completing the series on February 11. All events will take place at 4:00 PM (CET) and will be broadcast live on the FUTURE FORUM website and the BMW Welt & BMW Museum Facebook page.

Our future in 2115 – in cooperation with 2b AHEAD ThinkTank

2b AHEAD, the new cooperation partner of the FUTURE FORUM by BMW Welt, will be exploring the question of "What will our future be like in 100 years' time?" in six inspiring events during the first half of 2021.

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The formats titled “+100: Next Steps for Humankind.” are based on the interim results of the most ambitious long-term study in German futurology, “Die Zukunft deiner Kinder (Your children’s future)”. It builds on the forecasts of 500 world-leading experts from technology, politics and business and deals with new innovations and future trends up to the year 2115.

2b AHEAD director, author and coach Sven Gábor Jánoszy will host all six events. “+100: Generation Immortal.” on March 23, 2021 at 5:00 PM (CET) will be the first in the joint event series. It will take participants on a fascinating journey back in time, following five children from “generation immortal” to the years 2048, 2051, 2069, 2100 and 2114.

“Reclaim the Future!” 2.0: how are new technologies changing our everyday lives – in cooperation with 1E9

In 2021, the successful “Reclaim the Future!” event series will continue to be an established format in the Future Forum. During a total of seven events, issues on the latest technologies such as artificial intelligence, e-mobility, decentralization, IoT, virtual reality, biotech and space travel will be presented and discussed. The set of events is aimed specifically at experts from various specializations, developers, visionaries and anyone else who has an interest in these issues. The successful series titled “Reclaim the Future: How AI and Big Data are Shaping the Healthcare of Tomorrow.” will continue on February 25, 2021 at 4:00 PM (CET). Experts will look at revolutionary uses of artificial intelligence in healthcare and will explore the associated challenges for the protection of sensitive data. Continuing the fruitful “Reclaim the Future!” event series in 2021 also means carrying on successful cooperation with 1E9. The think tank with its own community, digital magazine and events is a home for people optimistic about the future. It offers anyone thirsting for knowledge a space which can be a hotbed for constructive discussions and joint ideas.

Click [here](#) to view past events and formats.

Visit www.bmw-welt.com/futureforum to find out more, for dates on upcoming events, and for general information on the FUTURE FORUM by BMW Welt.

Upcoming events of the FUTURE FORUM by BMW Welt

“CLEAN AND RENEWABLE ENERGIES.” – sustainability event series

February 9, 2021, 4:00 PM (CET):

“Climate-Effective Technologies – Start-Ups Revolutionizing the Industry.”

Wednesday, February 10, 2021, 4:00 PM (CET):

“Green Hydrogen – The Fuel of the Future?”

Thursday, February 11, 2021, 4:00 PM (CET):

“Smart Energy – The Need for Intelligent Energy Grids.”

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“Reclaim the Future!” – event series with 1E9**Thursday, February 25, 2021, 4:00 PM (CET):**

“Reclaim the Future: How AI and Big Data are Shaping the Healthcare of Tomorrow.”

“+100: Next Steps for Humankind” – event series with 2b AHEAD**March 23, 2021, 5:00 PM (CET):**

“+100: Generation immortal.”

Where: Live streams from the FUTURE FORUM by BMW Welt
Access: Free, on the [BMW Welt & BMW Museum Facebook page](#) or at
<https://www.bmw-welt.com/en/experience/exhibitions/future-forum.html>

If you have any questions, please contact:

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mailto: eckhard.wannieck@bmw.de, Phone: +49 89 382-24544, Mobile: +49 151-601-28042Internet: www.press.bmwgroup.com/deutschlandmailto: presse@bmwgroup.com**BMW Welt. The heart of all the BMW Group brands.**

BMW World welcomes over 3 million visitors each year. With its iconic architecture, BMW Welt is the heart of all the brands in the BMW Group – BMW, the sub-brands BMW M and BMW i, MINI, Rolls-Royce Motor Cars and BMW Motorrad, which are impressively presented in their own worlds of experience. But it is not only the exhibitions and the collection of new vehicles that are highlights for car lovers from all over the world. Visitors can enjoy a year-round program of varied events covering culture, art and entertainment as well as popular event locations for over 400 external events per year. The various restaurants at BMW Welt offer a variety of culinary delights right up to Michelin star cuisine. In the Junior Campus, children and even the whole family can explore the city of the future and mobility of the future either independently or in exciting workshops.

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 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 employees.

The success of the BMW Group has always been based 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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