

Media Information

4 August 2022

## **BMW Group takes Inclusive Communications to the next level by announcing Artificial Intelligence Challenge**

BMW Group launches the “Joyful Diversity with AI” Challenge. The BMW Group looks for use cases to take Inclusive Communications and the Working Environment to the next level using AI.

**Munich.** Last week was the launch of the “Joyful Diversity with AI” Challenge, focusing on the key question of how AI solutions can help us as BMW Group to support diversity, equity and inclusion in our working environment and communication.

The challenge, which is being carried out in partnership with [ekipa](#) (an Open Innovation Incubator) encourages participants to come up with new ideas for the most innovative AI and data-driven solutions that promote diversity, gender shift, inclusion, and equality. Our goal is to use the new potentials with AI to put people in the center of our actions and look at completely new ways and possibilities to further embed diversity in the corporate culture.

**Link to the challenge [here](#).**

Deadline for submissions is October 3<sup>rd</sup>, 2022. After a first selection and subsequent elaboration phase a jury will select the two winning teams on December 7<sup>th</sup>, 2022.

### **Diversity as driver for innovation within the BMW Group**

Promoting diversity, equity and inclusion in the workplace is not only the right thing to do, but also a natural driver of innovation. Allowing everyone equal access and providing a working atmosphere that is free, equal, and respectful of differences - fostering a joyful and creative space for new ideas to flourish. It enables better understanding, reflection, and more intelligent decisions about the various requirements of stakeholders from all over the world.

The BMW Group is “Driven by Diversity” – now it's time to elaborate how to drive diversity even further with the help of AI. BMW Group as global player reaches out to tech talents all around the globe for creative ideas, new points of views in order to find new use cases to collaboratively strengthen data and AI driven approaches.

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**New possibilities emerge through AI**

To do so the possibilities of data and its systematic analysis have never been greater. Systematically reducing bias in work environments, communication and value creation using real-time data and analytics designed to test, measure, and reduce bias offers huge potential. We need to manage diversity, equity, and inclusion in the same data-driven and intelligent way we manage the rest of an organization.

With the "Joyful Diversity with AI" Challenge, we want to collect these ideas on how we can accelerate this transformation and facilitate a mind-set shift not only at the BMW Group but also in our society.

**How AI can support Diversity #AIforDiversity**

To build trust, equality, and promote diversity we as BMW Group want to build intelligent and performing solutions together with creative teams all around the world. The key question of the "Joyful Diversity with AI" Challenge is therefore: How to find new AI use cases and solutions to help supporting diversity, gender shift, inclusion, and equality in working environments and communication with the help of AI?

#AIforDiversity #InclusiveCommunication #ModernWorkEnvironment  
#DrivenbyDiversity

If you have any questions, please contact:

**BMW Group Press and PR**

Janina Latza, Spokesperson for BMW Group IT, Emerging Technology,  
Innovation and Cyber Security

E-Mail: [Janina.Latza@bmw.de](mailto:Janina.Latza@bmw.de)

Telephone: +49-151-601-12650

**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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on

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revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 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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**ekipa GmbH**

Ekipa was founded in 2018. The company's goal is to promote sustainable and future-proof innovations with various innovation programs and initiatives, thus changing the world in a positive way.

The wide-ranging innovation programs include Deutschland 4.0, which promotes digitization in Germany, and Innovate2030, a program that was launched together with the BMZ and which outlines challenges to the UN's Sustainable Development Goals. In addition, there are specific programs such as HealthTech, AI & Data Science or Future Cities, which are dedicated to an important contemporary issue. All these programs are outstanding examples of the necessity and success of ekipa's innovation programs to improve the quality of life of people globally and to preserve the diverse life on our planet.

ekipa GmbH  
Kaiserstr. 56  
60329 Frankfurt am Main

[www.ekipa.de](http://www.ekipa.de)  
<https://www.linkedin.com/company/ekipa-crowd/mycompany/>

Contact: David Diehl E-mail: [david.diehl@ekipa.de](mailto:david.diehl@ekipa.de) Phone: +49 157 8552 7583