

Press Information
16 September 2026

The power of individual action

15 years of the BMW Group Award for Social Responsibility

Since 2011 around 1,500 applications have been submitted and more than 115 awards presented, demonstrating the remarkable importance of social engagement across the BMW Group.

Munich. When people take responsibility and devote their time, expertise and passion to supporting others, they can make a real difference. And that's what the BMW Group Awards for Social Engagement are all about: established in 2011, they honour BMW Group employees whose volunteering activities help others and contribute to a fairer, more liveable society.

This year's recipients are **Julia Springer, Kais Aseckzai, Nadège Goncalves** and **Abdessamad Bendahhou**. Their projects provide access to education, foster social inclusion and create new opportunities for people. Their commitment shows just how much an individual can achieve.

Impact through social engagement

The four award-winning projects reflect the broad spectrum of volunteering activities by BMW Group employees around the world.

This year Julia Springer won the employee poll, which attracted more votes than ever before. The Vera and Volker Doppelfeld Foundation Special Award, presented in recognition of young volunteers, went to Kais Aseckzai. Each winning project received €10,000 in prize money.

Award ceremony at BMW Welt

The award ceremony took place on 14 September in the Double Cone at BMW Welt. Finalists, award presenters and numerous guests gathered to celebrate the extraordinary commitment of the volunteers. Among those attending was Dorothea von Boxberg, Member of the Board of Management responsible for HR and Labour Relations Director with BMW AG. Speaking at the event, she said: "The award-winning projects represent people who show great dedication to helping others and, in doing so, make a tangible difference. Their commitment deserves our special

Press Information

Datum

16 September 2026

Thema

15 years of the BMW Group Awards for Social Engagement

Seite

2

recognition. Because every act of commitment counts. Every hour spent helping others strengthens social cohesion in our society."

Resounding response to the awards

This year, the BMW Group Awards for Social Engagement attracted more than 100 applications. Nine projects were shortlisted as finalists, with four ultimately winning awards.

The other finalists were not left empty-handed, however, and received €2,500 each for their projects.

The winners in 2026

Julia Springer gives children from disadvantaged social backgrounds the opportunity to take a break from their difficult lives. As co-founder of the non-profit organisation Urlaubskinder e.V., she organises and accompanies camping trips for kids aged eight to fourteen. There are currently 17 KidsCamps across the German-speaking region, plus one camp for older teenagers.

Kais Aseckzai provides orphaned children and young people in Afghanistan with access to education. Together with local partners, he and his organisation, Learn.Lead.Lift, support educational projects with a particular focus on girls, as they often have no access to schooling. At present, Learn.Lead.Lift is primarily supporting an orphanage in Kabul, where it enables children and young people to attend school.

Nadège Goncalves supports women affected by domestic violence. As co-founder of Maison Solidarité Femmes 95, she helps provide protection, advice and practical assistance. An employment programme helps women to re-enter the job market and become financially independent.

Abdessamad Bendahhou is committed to improving young people's career prospects. Through workshops and exchange programmes with the non-profit organisation Deutsch-Marokkanische Kompetenznetzwerk e.V., he connects young, talented individuals with one another and with businesses. This helps them access internships, vocational training, higher education

Press Information

Datum 16 September 2026

Thema **15 years of the BMW Group Awards for Social Engagement**

Seite 3

and employment opportunities. He often supports his participants as a mentor for several years.

Increasing visibility for the past 15 years

The BMW Group Award for Social Responsibility is a key element of the SOCIAL DRIVE initiative, which promotes employees' volunteering activities. SOCIAL DRIVE provides a platform to showcase projects, connect with colleagues and gain support for initiatives.

The 15th anniversary of the BMW Group Award for Social Responsibility demonstrates that social change often begins with individuals taking responsibility. The awards recognise this commitment and inspire others to get involved.

If you have any questions, please contact:

BMW Group Corporate Communications

Katharina Schalk, Press Spokesperson for Corporate Citizenship

E-mail: katharina.schalk@bmwgroup.com

Mobile: +49-151-601-51092

Milena Pighi, Head of Corporate Citizenship

E-mail: milena.pa.pighi@bmwgroup.com

Mobile: +49-160-978-24316

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 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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

Press Information

Datum 16 September 2026

Thema **15 years of the BMW Group Awards for Social Engagement**

Seite 4

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

www.bmwgroup.comLinkedIn: <http://www.linkedin.com/company/bmw-group/>YouTube: <https://www.youtube.com/bmwgroup>Instagram: <https://www.instagram.com/bmwgroup>Facebook: <https://www.facebook.com/bmwgroup>