



Raising awareness on Earth Day with BMW Group Plant Debrecen

With the help of the team of BMW Group Plant Debrecen, nearly 2,000 primary and secondary school students from the city could gain useful and practical knowledge at the "Be environmentally conscious" programme held at Kölcsey Centre.

Sustainability Week was kicked off on 22 April, Earth Day, with primary and secondary school students across the country learning about five exciting areas of environmental awareness that can also be used in everyday life. This year, the focus areas are atmosphere and life, leisure time, the circular economy, waste, and conscious consumption.

In connection with Sustainability Week, the Food Rescue Association of Hajdú-Bihar County organised, for the third time in Debrecen, the event titled "Be Environmentally Conscious," in the framework of which students could participate in interactive and playful activities related to conscious consumption and sustainability. The initiative, which took place in Kölcsey Centre with the sponsorship of BMW Group Plant Debrecen, was joined this year by the "No Leftovers" Working Group of the National Food Chain Safety Office (NÉBIH), the Debrecen School District Centre, and the Vocational Training Centre of Debrecen (DSzC).

During the programme, it was also revealed that the selective collection of waste, the recycling of batteries, campaigns for picking up litter, or buffet-style lunches in the school cafeterias are just a few examples of the ways in which institutions of the Debrecen School District Centre focus on sustainability in the everyday life of schools.

As part of the awareness raising programmes at the "Be environmentally conscious" event, the Debrecen team of BMW also contributed with a variety of presentations



on the topic of sustainability solutions at the plant. The students also created a collective artwork at the Kölcsey Centre: they finger-painted a huge canvas to bring to life the image of the BMW Vision Neue Klasse X vision car, which anticipates the design of the revolutionary new BMW model to debut in Debrecen next year. At the end of the day, students left for home with a seed-paper booklet made from recycled paper, with petunia seeds on the cover, which they could plant.

The company has a long-standing commitment to sustainability: last year, they donated the hortensia bushes used during the Flower Festival, and earlier this year, they also planted the fir trees used during the Advent celebrations in local social and educational institutions.

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The Hungarian-language press site of BMW Group is available at

<https://www.press.bmwgroup.com/hungary>.

BMW Group Plant Debrecen

On an area of more than 400 hectares in Debrecen, located in the north-eastern part of Hungary, the BMW Group is building a complete vehicle factory with a press shop, body shop, paint shop, assembly and battery module assembly. The company is investing more than €2 billion (HUF 820 billion) in the site, which will manufacture all-electric vehicles only, starting from 2025. The plant will produce approximately 150,000 cars per year. The model manufactured in Debrecen will form the basis of the NEUE KLASSE, a new vehicle architecture for all-electric vehicles.

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 30 production and assembly facilities around the world, and the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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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