



Media Information
August 15th, 2022

BMW supports Picker Pals to drive environmental stewardship in schools across Ireland.

- Unique school-based litter-picking programme will be brought to additional 2,400 children in over 100 classrooms around Ireland.
- 12,000kg of waste to be removed from communities across Ireland.
- BMW Retail Network supporting the programme in their localities.

BMW Ireland have announced a long-term partnership with VOICE (Voice of Irish Concern for the Environment) an environmental NGO, to deliver a school-based litter-picking programme to primary school children across Ireland. Picker Pals is designed to address the problem of waste in the environment, raise awareness of circular economy solutions and foster environmental stewardship in children and families.

With the support of BMW Ireland and BMW's Retail Network, 2,400 children in 100 classrooms will benefit from receiving this fun, engaging and environmental educational programme. Each classroom receives a 'Picker Pack' which includes resources for teachers and children to engage with in the classroom, at home and in the community.

The Picker Pack includes everything needed to go litter picking as well as story and activity books, in both Irish and English. This pack is taken home by a different child every week who leads a family litter-picking adventure in their local area. On Monday, they report back to their classmates. There's even a Picker Pals TV show and plenty of online resources for the family to enjoy.

"It's not just about learning about litter. It's not just about becoming aware of litter. It's about actually getting out there and picking up litter. Picker Pals gets children onto the first rung of the environmental ladder. Thanks to BMW Ireland's generous corporate partnership, we will now be able to grow the programme significantly and reach more children and schools around the country," said Patrick Jackson, Picker Pals Founder.

Kevin Davidson, Managing Director, BMW Group Ireland said, "We aim to be a leader in sustainable business practices and this ambition reflects the work we are doing in all relevant aspects from our supply chain to the production of our cars, and through to being a corporate citizen and doing good for our local community."

"This clever initiative motivates and equips children to understand the challenges we all face in our local environment on a daily basis. We are proud to support a programme that will foster greater environmental awareness and action in our children," continued Davidson.

Picker Pals was conceived less than three years ago and has grown to include 1,060 schools and almost 1,300 classrooms all across the country (see map below). On any given weekend in Ireland

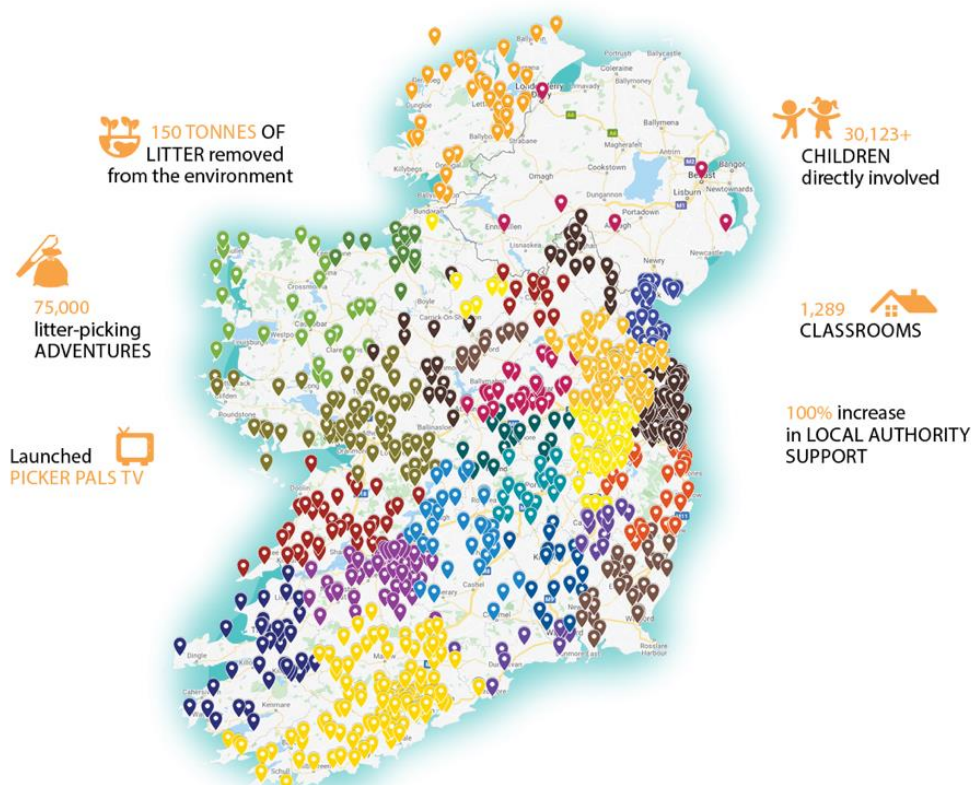


there could be over 1,000 children out litter-picking with their families and with BMW Ireland's support an additional 12,000kgs of litter will be removed from communities. The programme's growth is set to continue throughout 2023 with support from the Department of the Environment, Climate and Communications and local authorities. The programme is actively looking for more corporate partners.

Litter-picking has many benefits besides the impact on the local environment. "Litter-picking can have a really positive impact on our mental health and wellbeing, getting people out of the house, relieving stress and anxiety and giving a great sense of achievement and empowerment," says Picker Pals Project Manager, Angela Kenny.

Picker Pals is now actively looking for schools to join the programme for the 2022-23 school year. [Apply here](#) if you would like to take part.

-ENDS-



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.

BMW

Ireland

Corporate Communications



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 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 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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PICKER PALS is being run by VOICE Ireland to tackle the scourge of litter in our environment and to create a generation of young environmentalists.

VOICE is a member-based Irish environmental charity that empowers individuals and local communities to take positive action to conserve our natural resources. It also advocates for government and the corporate sector to adopt environmentally responsible behaviours, and for the development of strong national policies on waste and water issues. For more info see <http://www.voiceireland.org>

Picker Pals Linktree <https://linktr.ee/pickerpalsworld>
www.voiceireland.org

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