

Factsheet.

Concrete projects from the BMW Group Dialogues “Cities in Progress” 2018.

Los Angeles

At the BMW Group Dialogues in Los Angeles in June, the BMW Group launched a cooperation with the non-profit Los Angeles Cleantech Incubator (LACI), dedicated to actively promoting the green economy and more rapid dissemination of clean technologies. LACI works with start-ups to achieve this goal: In this way, innovations and synergies can be leveraged to develop and implement a sustainable mobility concept for Los Angeles.

Since September, the BMW Group has also been a member of the LACI Transportation Electrification Advisory Group, which brings together local, regional and transregional stakeholders to drive electromobility in Los Angeles. Their aim is to reduce greenhouse-gas emissions and air pollution in LA by 25 percent by 2028.

Melbourne

At the BMW Group Dialogues in Melbourne, BMW Group Australia awarded five scholarships in cooperation with the Swinburne University of Technology for students at the college interested in the subject of sustainable urban mobility.

Applicants were asked to answer the following question: Yesterday’s technology is unable to solve tomorrow’s problems. Which technologies or services would you develop to enable the city of Melbourne to meet its goal of becoming a CO₂-neutral city by 2020?

The scholarship winners will receive a cash award of 1,000 euros and an all-inclusive trip to BMW Group headquarters in Munich, where they will have the opportunity to meet with the carmaker’s sustainability experts and present their ideas.

Shenzhen

The BMW Group Dialogues in Shenzhen took place this year in parallel with the Youth Mobility Camp, an initiative launched by BMW China in 2016. The camp is designed to inspire young talents to develop their visions for future mobility and bring them to life.

The goal of the three-year programme is to research mobility in different representative cities. Influencers and local politicians are also encouraged to create a stakeholder platform.

To implement the project over the past three years, the BMW Group has collaborated with the China Sustainable Transportation Centre (CSTC) and the Chinese People’s Association for Friendship with Foreign Countries (CPAFFC). This year, BMW China also began working with Shenzhen’s Municipal Office of Foreign Affairs, the Shenzhen Foundation for International Exchange and Cooperation and Shenzhen University.



Since the project was launched in 2016, a total of 120 students and young specialists have attended the camps and generated countless creative ideas, which the BMW Group can use as the basis for developing and implementing new mobility concepts.

Rotterdam

The first measures have also been implemented in Rotterdam: In mid-September, representatives of the city and the BMW Group signed a memorandum of understanding (MoU), committing to tackle the challenges of the energy transition with concrete projects over the next three years and contribute towards implementation of the Paris Climate Agreement.

The first MoU activities are already underway. One of these is the project “Electric City Drive” aimed at motivating owners of plug-in hybrids (PHEVs) to use electric power more often in the city. An important component of this is a study open to all owners of BMW and MINI plug-in hybrids living or working in Rotterdam. One of the questions asked is, what needs to happen so they will use their electric motor more often? Drivers can also install a special app that tells them when their vehicle is entering the so-called “Electric City Drive Area”, where electric driving mode can be especially beneficial. As soon as emission-free mode is selected, they start earning points and can compare their own statistics with those of other users via the app. This is an incentive and raises awareness of the benefits of electric driving. All data collected by the study and the app will be evaluated in December by Erasmus University in Rotterdam. The insights gained in this way will form the basis for further measures to reduce CO₂ emissions through more frequent use of electric propulsion.