

ADVERTISING

BMW encourages sustainable thinking among younger generations

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BMW i3

By NANCY BUCKLEY

German automaker BMW is looking to much younger consumers by opening a think tank for sustainable mobility for seventh and eighth graders in Berlin.

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BMW teamed with the German Museum of Technology to create a think tank that will join its Junior Campus Berlin in educating young people about electric mobility. With most brands focusing on millennials, BMW is looking even younger to the establish relationships and educate about futuristic ideas and concepts in mobility.

“We think that young people should be given the chance to engage in topics that will define their (and our) future,” said Dr. Tiziana Zugaro, press and communication manager at [German Museum of Technology](#), Berlin.

“Mobility, sustainability and electromobility are topics that are very important to us as a society and will be even more important in the future,” she said. “We think that as a museum we do not only have the duty to show 'old things,' but we also want to engage our guests in thinking about the future.”

Time hopping

The Junior Campus within the German Museum of Technology will enable young people to experience mobility.

BMW and the museum have provided workshops since 2012 to educate the museum's staff on mobility, sustainability and the natural sciences.

"From our point of view, the benefit is to increase the competence of younger generations in sustainable mobility," said Milena Pighi, head of corporate social responsibility at [BMW](#), Munich.



Junior Campus

Currently only elementary school-aged workshops are available for kids, but the new think tank will create new programs for 12- to 15-year-olds.

Also, younger children in preschool will have the option to engage with the topic of road safety.

The high school workshops will work with the functionality of electric driving. The teens will be in teams and will learn about sustainability, future-oriented mobility and the generation and storage of electricity. Also, topics about urban environments will be discussed.



Junior Campus

“From a corporate perspective, the long-term objective of this is to simplify the recruiting of junior staff,” BMW's Ms. Pighi said.

Education comes first

Nurturing young minds from a brand perspective allows the brand to take social responsibilities and prepare potential employees. Many brands have looked to youngsters in campaigns.

For instance, National Apprenticeship Week in the United Kingdom gave many brands the chance to introduce or promote their apprenticeship programs and raise awareness about the benefits of apprenticeships for businesses, individuals and the economy.

This year, the nation celebrated from March 9-13, and brands such as automaker Bentley Motors and hotelier The Dorchester announced new opportunities for prospective apprentices. Apprenticeship programs have been shown to benefit employers by providing eager, new trainees as well as allowing the apprentices themselves to learn on the job while earning a salary ([see story](#)).

Also, LVMH Moët Hennessy Louis Vuitton will support 20 École Supérieure des Sciences Économiques et Commerciales business school students for the 25th year running.

ESSEC's program aims to teach and train individuals interested in joining the luxury industry, and with the LVMH-ESSEC chair the French conglomerate is incorporated into the student's curriculum. LVMH is able integrate the students' learning with brand styles and techniques, breeding the new generation of potential executives ([see story](#)).

Speaking with and engaging younger populations allow brands to slowly integrate brand values through educational settings.

“The long term goal is to engage young people in important topics like ecology and sustainability and to help them become responsible grown-ups who know about these important things and are able to make the right decisions,” the German Museum of Technology's Dr. Zugaro said. “We also want them to come back later to our museum with their own children and look out for further inspirations.”

Final Take

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