

What is the topic of discussion in this case study? Collaborative efforts: BMW collaborates with supply chain partners to address pollution and increase the use of recyclable materials. It highlights the importance of reducing carbon emissions throughout the EV life cycle, from manufacturing to recycling, while also addressing BMW's strategies and initiatives for sustainable practices in the automotive industry. BMW is reducing its carbon footprint through several initiatives: Using secondary materials: For example, the BMW i5's body is made entirely of secondary aluminum, and its carpets are made from recycled fishing nets. This involves integrating recyclable materials, remanufacturing components, and reducing pollution throughout the product's life cycle. Evaluating high-impact areas: BMW focuses on identifying the most impactful areas to integrate sustainable and circular practices. Circularity refers to a sustainable manufacturing and design approach where products are designed to minimize waste and maximize the reuse of materials. How is BMW reducing its carbon footprint? What is circularity? 2.3.4