



# AWARD FOR INTERCULTURAL INNOVATION

**UN ALLIANCE OF CIVILIZATIONS**

**BMW GROUP**

**Application guidelines 2011**

[www.unaoc.org/unaoc-bmwgroup-award](http://www.unaoc.org/unaoc-bmwgroup-award)



United Nations Alliance of Civilizations



**BMW  
GROUP**



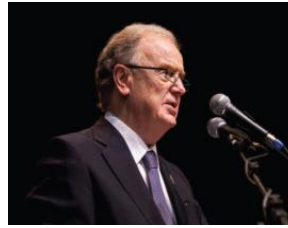
## UNAOC-BMW Group Award for Intercultural Innovation Application guidelines 2011

**The United Nations Alliance of Civilizations (UNAOC) and the BMW Group are launching the BMW Group Award for Intercultural Innovation in support of the Alliance of Civilizations, under the auspices of the United Nations (UNAOC-BMW Group Award for Intercultural Innovation). Through this first global call for proposals, the UNAOC and the BMW Group will select the most innovative projects that promote intercultural dialogue and cooperation around the world.**

The first UNAOC-BMW Group Award Ceremony will take place in Doha, Qatar in December 2011, during the IV<sup>th</sup> Annual Forum of the UNAOC held in the presence of UN Secretary-General Ban Ki-moon and world leaders. A highly competitive selection process has been set in place to guarantee that projects are *selected for outstanding achievement in creativity, excellence and proven positive impact.*

Since it was established under the auspices of the UN Secretary-General in 2005, the UNAOC has been involved with grassroots level through initiatives that promote cross-cultural understanding and cooperation among peoples and cultures through preventive diplomacy. This work is supported by a group of Friends – a community of over 120 member countries and international organizations and bodies.

The BMW Group, with its multinational and diverse workforce, has long been committed to promoting intercultural understanding. Since its renowned Award for Intercultural



President Jorge Sampaio, High Representative for the United Nations Alliance of Civilizations

*“Stronger cooperation for intercultural dialogue, a wide engagement at grass roots-level, but also leadership at all levels, are all indispensable driving forces for change.”*

*Photo © Aaron Lee Fineman*

Learning was initiated in 1997, the BMW Group has continuously supported innovative projects and committed individuals all around the world who have implemented their visions of an intercultural, cosmopolitan society into reality.

The partnership between the UNAOC and the BMW Group exemplifies public-private sector cooperation in building pluralistic and integrated societies as a key factor in preventing conflicts and contributing to prosperity, security and peace.

### **WHY A UNAOC-BMW GROUP AWARD FOR INTERCULTURAL INNOVATION?**

Intercultural dialogue, understanding and cooperation is a process whereby people from different cultural backgrounds and systems of beliefs interact, communicate, negotiate and enrich each other. In this process, individuals exchange concepts and perceptions and build a shared vision of society and the world. Beyond just peaceful coexistence, interculturality is a dynamic process that helps individuals and communities to learn about and understand other cultures. Furthermore, it enables

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*"We want to encourage people from different backgrounds worldwide to initiate an open dialogue and to join hands in promoting intercultural understanding."*



Harald Krüger, Member of the Board of Management of BMW AG and Chairman, Award for Intercultural Commitment

individuals to move away from isolationist and mistrustful attitudes and it encourages them to embrace diversity as a core value of peaceful and sustainable societies.

In the past decades, numerous projects and programs around the world have addressed issues related to cultures in contact with each other. However, in this fast changing world, where social media and the Internet are continuously reshaping our perceptions and scientific developments are allowing faster travel and communication, innovation in the field of intercultural exchanges appears to be essential.

Both the UNAOC and the BMW Group are strongly committed to creativity and innovation. Indeed, the Dialogue Café initiative or the Rapid Response Media Mechanism are only two examples of the UNAOC's commitment in increasing intercultural understanding through novel methods. Correspondingly, the BMW Group is a leading innovative company in the use of new approaches to corporate responsibility.

For that reason, the Award will acknowledge brave initiatives that dare to think outside the box, rethinking intercultural work and making an important use of new methods to promote intercultural understanding and cooperation. The Award represents a unique platform for civil society organizations committed to the promotion of cultural diversity and understanding.

## AWARDS

Winners of the selection process will be announced at the Award Ceremony in Doha, December 2011, following which the UNAOC and the BMW Group will contribute resources to support development of the projects. Total amount of price pool will be **USD 50,000**.

In addition, selected projects will become members of the World Intercultural Facility for Innovation (WIFI), a program of the UNAOC in collaboration with the BMW Group. The goal of the WIFI is to connect inspiring grassroots projects with media, donors, governments and other partners in order to help them in *scaling up, replicating* and *achieving a broader and greater impact*.

Based on a case by case needs assessment, the best ten projects will receive during one year active guidance and support from the WIFI team in order to replicate and expand the range of action of their projects. They will also benefit from partner organizations that will support the selected projects in collaboration with the UNAOC and the BMW Group. This support may vary depending on the nature of the project and may include IT support, legal advice, increased visibility, etc.

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## ELIGIBILITY CRITERIA

- Projects implemented by Civil Society Organizations (CSO).<sup>1</sup>
- Projects must have an intercultural approach to diversity as defined above.
- Field of action must fall within one of the following thematic clusters: migration and integration; intercultural awareness; education for intercultural citizenship; the role of specific groups (faith-based; women; youth; media) in promoting intercultural understanding.
- Projects must implement new approaches and methods to intercultural understanding.
- Preference will be given to small-scale projects with the potential to create a broader impact (implemented by organizations with 20 or less employees).
- Willingness to develop ideas and expand the range of action of the project with the UNAOC, the BMW Group and other partners.
- Projects cannot have been winners in previous editions of the UNAOC Marketplace of Ideas or BMW Group

Awards. Winners of past editions can submit different projects, however.

- Organizations must have been operational for a minimum of 2 years. Projects submitted within this call should have been launched already for 12 months minimum.
- Projects can be implemented in any language.

## EVALUATION CRITERIA

Eligible projects will be evaluated against a comprehensive set of criteria. These criteria include three main categories:

*The project:*

- *Relevance:* is appropriate to the local context and targeted audiences in which they are implemented.
- *Quality:* undertakes an in depth analysis of problems/risks and set a consistent intervention strategy.
- *Clarity:* sets clear objectives and draws a logical connection between activities, outputs and outcomes.
- *Innovation:* pushes beyond boundaries and excels in the use of original and novel methods (social media, arts, pedagogical approach, innovative training, etc.).
- *Measurability:* impact of the intervention is assessable (i.e. number of beneficiaries, polls on attitude change, external assessments, etc.)

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<sup>1</sup> According to the World Bank the term CSO refers to “community groups, non-governmental organizations (NGOs), labor unions, indigenous groups, charitable organizations, faith-based organizations, professional associations, and foundations.”

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- *Sustainability*: demonstrates ability to be sustainable in the mid-long term.
- *Replicability*: has the capacity to be replicated and scaled up in different settings. This is a key evaluation criterion.
- *Originality*: are submitted for the first time to a UNAOC or BMW Group competition or have been improved since last submission.

## *The applicant (CSO):*

- *Organizational structure*: is capable of achieving the goals set in the project.
- *Intercultural commitment*: has proven interest and commitment in intercultural dialogue, understanding and cooperation (e.g. past reports, reference letters, etc.).
- *Work plan and budget*: has set a realistic budget to implement the project.
- *Transparency*: has made genuine and demonstrable efforts to adopt a policy of transparency.
- *Equality*: has adopted equality and diversity policies as reflected in staff members, membership and activities.

## *The application:*

- *Clarity*: shows an effective communication of ideas and provides relevant examples.
- *Conciseness*: provides clear and concise responses to questions.

- *Persuasiveness*: includes insightful arguments and engaging narrative.

## **TIMELINE**

- *October 16<sup>th</sup>, 2011 at 12:00 a.m. EST*: deadline for submissions. Applications received after that deadline will not be considered.
- *First half of November 2011*: a selection committee will select the most outstanding projects. Shortlisted applicants may be required to provide further documentation including a detailed budget and a detailed activity plan of the project (using a template to be provided). The selection committee reserves the right to inform its decisions to only the short-listed applicants.
- *Second half of November 2011*: an international jury composed of renowned scholars, experts, and members of the BMW Group and the UNAOC will announce 20 finalists that will become members of the WIFI. A group of 10 projects will be awarded a diploma. The other group composed of the best 10 projects will enter the final stage of the competition.
- *December 11-13, 2011*: the top 10 proposals will be invited to present their projects at the IV<sup>th</sup> Annual Forum of the UNAOC in Doha, Qatar. The final results will be announced during the Award Ceremony that will take place during the Annual Forum.

## APPLICATION FORM

### Applicant Information

Family Name

Given Name

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Street and number

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City

State

Postal Code

Country

---

Telephone

Fax

Email

### Organization information

Name of CSO

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Main field of action

No. of employees

Established in

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Location (street, city, country)

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Website (if any)

How did you hear about us (optional)

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Applicant's position within the organization

### Project information

Title

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Main field of action

Time running (in months)

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Was the project submitted to previous UNAOC or BMW Group competitions? (Y/N)

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Date (MM/DD/YY)

Signature

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## Project concept

Please reply to the following questions in a clear and succinct fashion. In order to ensure a fair competition, maximum number of words must be strictly observed. Please, write the question number before its respective paragraph.

1. Briefly describe the rationale behind your project: what situation or issues does it address? What is the target audience? What are the objectives? (max. 300 words)
2. Briefly describe the main activities and initial outcomes of the project. (max. 300 words)
3. Demonstrate how your project innovates in the promotion of intercultural dialogue, understanding and cooperation. (max. 300 words)
4. If your organization is selected as a winner, how would you use the support received from the UNAOC and the BMW Group to maximize the impact and benefits to your target audience and the world in general? (max. 300 words)
5. Why should your organization be selected as a winner of this call for applications? (max. 300 words)

Please, submit the completed application form together with your project concept in English, French or Spanish, as well as any accompanying material such as pictures, videos or other multimedia material to [WIFI@unaoc.org](mailto:WIFI@unaoc.org). You can also send it by ordinary mail to:

*UNAOC-BMW Award for Intercultural Innovation*

United Nations Alliance of Civilizations

The Chrysler Building, 405 Lexington Avenue, 5<sup>th</sup> Floor

10174 New York, NY, USA

Deadline for submissions is October 16<sup>th</sup>, 2011 at 12:00 a.m. EST.

For more information, please, visit <http://www.unaoc.org/unaoc-bmwgroup-award/> or contact us at [WIFI@unaoc.org](mailto:WIFI@unaoc.org)

Only duly completed application will be considered. All personal data provided to the UNAOC is kept confidential. By signing and submitting this application form, applicants agree to the publication of his/her name, the name of the participating organization, its address and other submitted materials in the WIFI website and any media now existing or subsequently developed, for any UNAOC-BMW Group purpose.