

# THE INTERCULTURAL INNOVATION AWARD

WE SELECT AND SUPPORT THE MOST INNOVATIVE GRASSROOTS PROJECTS THAT ENCOURAGE INTERCULTURAL DIALOGUE AND COOPERATION AROUND THE WORLD.

[www.interculturalinnovation.org](http://www.interculturalinnovation.org)

A partnership between:  
United Nations Alliance of Civilizations & BMW Group





## A GROUND-BREAKING PARTNERSHIP

Why an Intercultural Innovation Award? Cultural diversity can bring important societal, cultural and economic benefits. It can stimulate entrepreneurship, creativity in arts and literature, and success in sports. Culturally diverse workforces are best placed to identify business opportunities and forge effective intercultural relationships based on trust and respect. But successful management of cultural diversity requires promoting intercultural dialogue and building inclusive societies.

Since 2011, the United Nations Alliance of Civilizations (UNAOC) and the BMW Group have engaged in a historic partnership geared towards creating a new model for collaboration between the private sector and the UN system. Together, they have established the BMW Group Award for Intercultural Innovation, in support of the Alliance of Civilizations, under the auspices of the United Nations (otherwise known as “The Intercultural Innovation Award”), whose mandate is to select and support highly innovative grassroots projects that promote intercultural dialogue and understanding, making vital contributions to prosperity and peace.

The Intercultural Innovation Award is a global venture, to identify and provide monetary and in-kind support to grassroots initiatives that are working to alleviate identity-based tensions and conflicts around the world. By the end of 2014, the Award impacted more than 88 countries. This was almost a three-fold increase from the previous year. Additionally, the Award has benefited more than 600,000 individuals around the world since its establishment in 2011.

## THE OBJECTIVE

The Intercultural Innovation Award aims to contribute to peace and to building a more inclusive society, through supporting sustainable and innovative intercultural projects that have potential for expansion and replication.



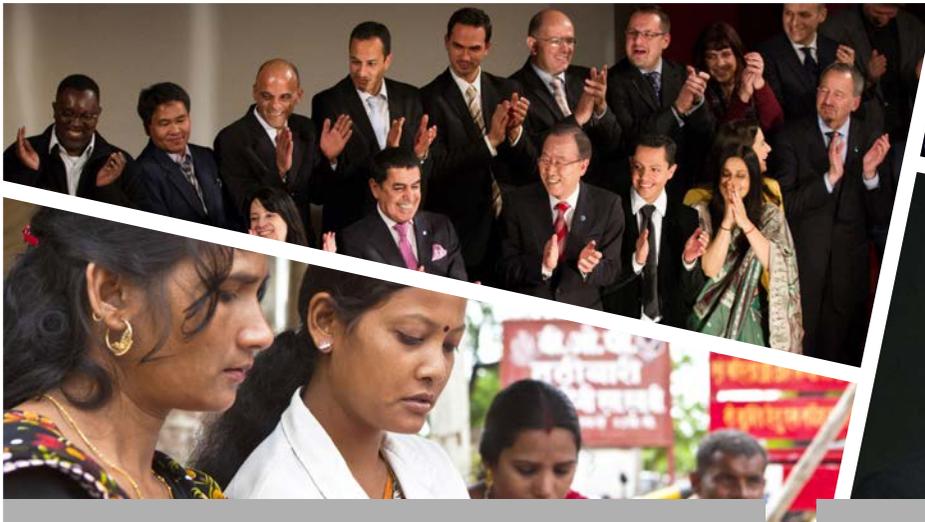
“Honoring grassroots organizations that are deeply committed to improving relations across communities and people lies at the core of the Alliance’s work. That we are doing this in partnership with the BMW Group is further evidence of the innovative approaches we pursue. Not only is the Alliance a platform for dialogue, it is also a tool for immediate action in the international community’s arsenal to prevent conflicts that are identity based. The Intercultural Innovation Award is a unique example of this mandate. I am very pleased with the results of this public-private partnership. The UNAOC remains committed to helping these initiatives expand and amplify their impact locally and globally.”

### **Nassir Abdulaziz Al-Nasser**

United Nations High Representative for the Alliance of Civilizations

## WHO CAN APPLY

Not-for-profit organizations active in the fields of migration and integration; intercultural awareness; education for intercultural citizenship; and organizations addressing the needs of specific groups in promoting intercultural understanding (e.g. faith-based, youth, women, media, etc.) with a track record of managing intercultural projects and willingness to expand their range of action.



## HOW IT WORKS

The Intercultural Innovation Award will support awarded projects to:

**MAKE IT HAPPEN:** Awardees will receive a monetary grant with a first prize of USD 40,000.

**MAKE IT VISIBLE:** In addition to attendance at the UNAOC Global Forum, awardees will be invited to participate in regional or global events that can serve as platforms to present their projects. BMW Group communications specialists will also provide support to develop and implement a communications plan.

**MAKE IT EXPAND AND REPLICATE:** In order to increase the effectiveness of awarded organizations in their work to expand or replicate their project, the UNAOC and BMW Group have developed an Intercultural Innovation Award training and capacity-building program.

**MAKE IT SUSTAINABLE:** During one year, a pool of experts will offer project-related assistance and organizational development advice.

**MAKE IT INTERCONNECTED:** Awarded organizations will become members of Intercultural Leaders, an exclusive skills and knowledge-sharing platform for civil society organizations and young leaders that work on addressing cross-cultural tensions. Through an innovative online system, Intercultural Leaders harnesses the solidarity of its members to maximize the impact of their work and help them foster cross-cultural understanding and cooperation.

## READY TO MAKE A CHANGE?

If you, like the UNAOC and the BMW Group, believe that a more peaceful and inclusive society is possible through intercultural dialogue, learn more by visiting our website at [www.interculturalinnovation.org](http://www.interculturalinnovation.org)



"As a company with associates from around the globe, BMW Group's daily work depends on relationships and collaboration across cultures. This is why we are so proud of our strong partnership with UNAOC. The Intercultural Innovation Award enables us to support and highlight some of the vital cross-cultural work being done across the globe. BMW Group's commitment to the awardees extends beyond financial support to include every relevant resource we can offer. This can make the crucial difference in turning an idea into a reality that improves peoples' lives."

### Bill McAndrews

BMW Group, Vice President Corporate Communications Strategy, Corporate and Market Communications

## ANNOUNCEMENT OF AWARDEES

Ten organizations will receive the Intercultural Innovation Award following a rigorous selection process.

The Award Ceremony will take place during the United Nations Alliance of Civilizations Global Forum in the presence of hundreds of Heads of States, ministers, media and civil society organizations.

## THE UNITED NATIONS ALLIANCE OF CIVILIZATIONS

The United Nations Alliance of Civilizations (UNAOC) is an initiative of the UN Secretary-General which aims to improve understanding and cooperative relations among nations and peoples across cultures and religions, and to help counter the forces that fuel polarization and extremism.

The Alliance was established in 2005, at the initiative of the Governments of Spain and Turkey, under the auspices of the United Nations. On 28 September 2012, H.E. Mr. Nassir Abdulaziz Al-Nasser was designated UN High Representative for the Alliance of Civilizations by the Secretary-General of the United Nations. The UNAOC is supported by the Group of Friends, a community of over 100 member countries and international organizations and bodies.

Working in partnership with governments, international and regional organizations, civil society groups, foundations, and the private sector, the Alliance is supporting a range of projects and initiatives aimed at building bridges among a diversity of cultures and communities.

## THE BMW GROUP

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

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.

## CONTACT US

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