

BMW Group Corporate Communications

Media Information
22. August 2011

Partnership between the Alliance of Civilizations and the BMW GROUP for the Award of Intercultural Innovation under the auspices of the UN. Application forms now available online.

Munich/New York. In an unprecedented partnership with the private sector, the Alliance of Civilizations (AOC), an initiative of the UN Secretary-General, is joining hands with the BMW Group to launch an Award for intercultural Innovation. The name of the award is “BMW Group Award for Intercultural Innovation in support of the Alliance of Civilizations, under the auspices of the United Nations”.

The annual award will identify highly innovative initiatives that are advancing cross-cultural understanding between different communities and cultures. For future recipients of the award, alongside a monetary prize, winning will mean receiving support from the AOC and the BMW Group and its influential network of civil society, corporate, government, media and foundation partners. The specific assistance provided will depend on the individual needs of each project.

By providing support to emerging intercultural initiatives, the AOC and the BMW Group aim to encourage innovation in the field while helping winners expand their projects, make them more impactful, and replicate them in other settings where they might be useful.

Both BMW Group and the AOC come with a track-record of having supported intercultural projects around the world for many years. The new award builds on such previous efforts.

The ten most innovative initiatives in the area of intercultural understanding will be distinguished for the first time at an award ceremony that will take place during the Fourth Annual UNAOC Forum in Doha, Qatar in December 2011. Application forms can be downloaded from <http://www.unaoc.org/unaoc-bmwgroup-award/> and must be submitted by October 16, 2011.

Intercultural understanding has a long tradition in the BMW Group

As an international company with a multinational workforce, the BMW Group has recognized the importance of mutual cooperation between different cultural groups for decades. Through the BMW Group Award for Intercultural Learning/Commitment the company has recognized innovative projects and personalities around the world for 14 years, for their support to sustainable and open relationships between international communities. Hundreds of projects and documents have been received in which people express their ideas for intercultural cooperation either within their own neighbourhoods or at trans-regional level. Over the long history of this award, more than 40 projects and academic papers have been awarded. Current awardees are supported for a whole year by employees of the company.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49-89-382-52894

Internet
www.bmwgroup.com



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The Alliance of Civilizations (AOC) is an initiative of the UN Secretary-General which aims to improve understanding and cooperative relations among nations and peoples across cultures and religions. It also helps to counter the forces that fuel polarization and extremism. The AOC was established in 2005, at the initiative of Spain and Turkey, under the auspices of the United Nations and under the leadership of Jorge Sampaio, former President of Portugal, as High Representative for the AOC.

For further information please visit <http://www.unaoc.org/unaoc-bmwgroup-award/> .

For questions please contact:

Konstanze Carreras
BMW Group Corporate and Governmental Affairs
Corporate Social Responsibility
Phone: +49-89-382-52894, Fax: + 49-89-382-28017
www.press.bmwgroup.com
E-Mail: presse@bmw.de

Jean-Christophe Bas, Senior Advisor
Strategic Developments and Partnerships, UNAOC
Phone: +1-212-457-1090, Fax: +1-212-457-4032

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years.

