

Press Release
1 June 2012

The Intercultural Innovation Award enters its second chapter in 2012

Announcement of the Second Call for Applications made at the UNAOC Partners Forum in Istanbul

Munich/New York/Istanbul – Building on the great success of the Intercultural Innovation Award in 2011, the United Nations Alliance of Civilizations (UNAOC) and the BMW Group are continuing their solid partnership in 2012. At the first Partners Forum of the UNAOC in Istanbul, Bill McAndrews, Vice President Communications Strategy, Corporate Communications BMW Group, has officially announced the second edition of the Award which will start accepting applications on June 15th, 2012.

Also in Istanbul, UN Secretary-General Ban Ki-moon, highlighted the significance of the partnership between the UNAOC and the BMW Group. Ban was the co-chair of the UNAOC Partners Forum which was hosted by Prime Minister of Turkey Recep Tayyip Erdogan. The Forum aimed at bringing together governments, intergovernmental organizations, businesses, private foundations and individuals with a strong commitment to intercultural understanding, cooperation and cultural diversity. A dozen Heads of State and Government and more than 70 senior representatives from countries and international organizations attended the event. Ban referred to the Intercultural Innovation Award as a great example of the “support that the Alliance provides to innovative grassroots initiatives in collaboration with corporate partners such as the BMW Group.”

Representing a new kind of partnership between the private sector and the UN system, the Intercultural Innovation Award honors and supports innovative projects that promote cross-cultural understanding and cooperation, and hence make a vital contribution to security and peace in societies around the world. Non-profit organizations that are innovating in the promotion of intercultural understanding, with a track record in managing intercultural projects and willingness to expand their range of action, are eligible to apply.

More than 400 applications from 70 different countries competed in the first year of the Award – with ten ground-breaking winner projects that were honored at the end of 2011 and are being supported throughout 2012. “These results confirm our belief in the impact of intercultural understanding and underscore our commitment to the partnership with the UNAOC,” Bill McAndrews commented about the success of the Award for Intercultural Innovation in 2011. “We are looking forward to many outstanding applications in 2012 – and hopefully in many more years to come.”

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For further information on the Intercultural Innovation Award please visit
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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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 seven years.

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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. It also helps to counter the forces that fuel polarization and extremism. The UNAOC 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 UNAOC.

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