

Media Information  
November 21, 2012

## **Jury for 2012 Intercultural Innovation Award announced.**

**Over 500 organizations from 92 countries have applied for the Award co-sponsored by the UNAOC and the BMW Group.**

**New York / Munich.** The five international members of the jury panel for the 2012 Intercultural Innovation Award, a joint initiative of the UN Alliance of Civilizations (UNAOC) and the BMW Group, have been appointed.

Scientific expertise, a high international standing, and experience on the global stage are among what characterizes the three women and two men who will now evaluate 514 applications from 92 countries. The Award ceremony is scheduled to take place as part of the 5th Global Forum of the UNAOC in Vienna, Austria, on February 26, 2013.

At the event, ten finalists will present their projects to the public. Subsequently, high-level representatives of the UN Alliance of Civilizations and the BMW Group will give the Award to the five top organizations. The winners will not only receive prize money, but also individual support and consulting services for the duration of one year, which are intended to strengthen the success and sustainability of the award-winning projects.

As former Secretary General of the Alwaleed Bin Talal Foundations and the initiator of study centers at five renowned universities, **Muna AbuSulayman** enjoys an excellent reputation as an expert in management, education, sustainable development, Islam/West and Female Empowerment. She is best known in the Arab world as award-winning media personality and co-host of Kalam Nawaem, the number one Arab TV program on social issues which led her to be chosen as one of the influential Arabs and Muslims in the world in numerous lists.

**Heather Johnston** holds more than 20 years of international experience in the field of intercultural communication. At present, she is sharing her expertise gained in Malawi, Honduras, Egypt and Ghana at the Centre for Intercultural Learning, a leading Canadian institution in intercultural training. Previously she has worked for the University of British Columbia, Canada's Department of Foreign Affairs and International Trade, the Cairo American College, and the Canadian International Development Agency.

**Dr. Wanjiru Kamau-Rutenberg** is the founder and Executive Director of Akili Dada, an award-winning leadership incubator investing in high-achieving young African women from underprivileged backgrounds who are passionate about social change. She is on extended leave from her position as Assistant Professor in the Politics department at the University of San Francisco. Dr. Kamau-Rutenberg is passionate about the intersection of rigorous analysis and committed social activism.

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**Dr. Barry van Driel**, who holds a graduate degree in Psychology of Culture and Religion, is the Vice-President of the International Association for Intercultural Education and the International Director for Teacher Training and Curriculum Development at the Anne Frank House in Amsterdam, Netherlands. In this role, he conducts numerous interviews on current topics such as xenophobia, racism and discrimination. He is a member of the UNAOC initiative Global Experts and has also been a member of last year's Award jury.

**Professor Fethi Mansouri** is the Director of the Strategic Research Centre for Citizenship and Globalisation as well as Chair of Migration and Intercultural Studies at the School of Humanities and Social Sciences of Deakin University in Melbourne, Australia. He is the editor of the Journal of Intercultural Studies and has served as Global Expert advisor to the UNAOC on cultural diversity and international relations.

For further information, please visit <http://interculturalinnovation.org>

**The Intercultural Innovation Award.**

The UNAOC and the BMW Group have pooled their expertise in intercultural matters to form a long-term partnership aimed at fostering understanding and peace across cultural and religious borders. The Intercultural Innovation Award is unique in that it introduces a new form of partnership between the private sector and the UN. The Award selects and supports the most innovative grassroots projects that encourage intercultural dialogue and cooperation around the world. The most outstanding projects receive prize money as well as consulting services from the BMW Group and the UNAOC. With the Award, the co-sponsors aim to strengthen the projects' efficiency and encourage their adaptation to other contexts. Project support is individualized based on the specific needs of Award winners.

**United Nations Alliance of Civilizations (UNAOC).**

The 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.

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

Facebook: <https://www.facebook.com/pages/United-Nations-Alliance-of-Civilizations-UNAOC/102513299836949>

Twitter: <http://twitter.com/unaoc>

Youtube: <http://www.youtube.com/unaocvideos>

**About the BMW Group's Social Engagement.**

Comprehensive social responsibility is an integral part of the BMW Group's identity. The company feels both the desire and the obligation to be a reliable partner for society. As such, the BMW Group has launched initiatives in all countries it does business in. It concentrates on projects and concepts where the company's core competences can help realize specific and measurable improvement. The BMW Group focuses on finding long-term solutions which can be transferred internationally and which help people to help themselves, thereby achieving a substantial and lasting effect. The main focus lies on issues such as road safety, intercultural dialogue, and community relations. Further information: <http://www.bmwgroup.com/socialcommitment>

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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 eight years.

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For questions please contact:

UNAOC

Jean-Christophe Bas

Senior Advisor, Strategic Development and Partnerships

e-mail: [jeancb@unops.org](mailto:jeancb@unops.org)

Telephone: +1-212-457-1090, Fax: +1-212-457-4032

Antonia Niederländer

BMW Group Corporate and Governmental Affairs

Head of Social Engagement (Corporate Citizenship)

Telephone: +49-(0)89-382-10422, Fax: +49-(0)89-382-10881

Media Website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

E-mail: [presse@bmw.de](mailto:presse@bmw.de)