

Media Information

24 October 2023

Intercultural Innovation Hub 2023.

BMW Group, UNAOC, and Accenture host first capacity-building workshop in Munich.

Munich. The first capacity-building workshop for the recipients of the current edition of the **Intercultural Innovation Hub** (IIH) took place in Munich, Germany from 15 to 20 October 2023. Hosted by the BMW Group, the United Nations Alliance of Civilizations (UNAOC), and Accenture, the workshop focused on the topics of organizational development strategy, sustainable project scaling, as well as pitching and effective storytelling.

At the center of the workshop were representatives of the grassroots organizations from Australia, Brazil, Colombia, Germany, Guatemala, Indonesia, Israel, Jordan, Mexico and South Africa, which were recognized in May 2023 during a ceremony held in Berlin, Germany. They participated in a series of training sessions at the BMW Group Headquarters and Accenture's offices, which aimed at bolstering the capacities of recipient organizations and improving the long-term impact of their projects, allowing them to sustainably expand and replicate their initiatives in other contexts.

During the workshop days at BMW Group, inspiring presentations alternated with enriching exchange formats based on the principle of learning from and with each other. In addition to that, the representatives received insights about the personal journey of Steffi Biester, Founder of KICKFAIR e.V. and one of the very first recipients in 2011, who lead through one of the workshop days.

The training in Munich is part of a year-long, tailor-made comprehensive support package provided to IIH recipients. In the several months prior to the workshop in Munich, the recipients attended a series of webinars and masterclasses implemented in collaboration with Accenture and the IIH pool of experts.

The Intercultural Innovation Hub: connect – empower – elevate.

As a company with a multinational workforce from 110 countries on all five continents, the BMW Group is committed to an open, diverse society and equal social opportunities. The Intercultural Innovation Hub is an example of this. In partnership with the United Nations Alliance of Civilization (UNAOC) and supported by Accenture, the BMW Group has been honoring innovative grassroots projects since 2011 that promote intercultural dialogue and mutual understanding, thus contributing to peace and cultural diversity. The partners jointly mobilize their resources, time, and networks to support the IIH

recipients. As everyone contributes their unique knowledge to ensure the long-term success of each project, this public-private sector collaboration has proven to achieve greater impact.

For more information about the Intercultural Innovation Hub, please visit www.interculturalinnovation.org

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With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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Page 3

Instagram: <https://www.instagram.com/bmwgroup>LinkedIn: <https://www.linkedin.com/company/bmw-group/>**United Nations Alliance of Civilizations (UNAOC)**

The United Nations Alliance of Civilizations (UNAOC) is a United Nations entity that builds bridges between societies, promotes dialogue and understanding, and seeks to forge the collective political will required to accomplish these tasks. UNAOC works as a convener and facilitator to bring all sectors of society together to strengthen intercultural and interreligious dialogue to diminish hostility, and promote mutual respect and harmony among the people and cultures of the world.

A special initiative of the Secretary-General, UNAOC was established in 2005, at the initiative of the Governments of Spain and Turkey, under the auspices of the United Nations. In January 2019, H.E. Mr. Miguel Ángel Moratinos assumed the position of Under-Secretary-General and High Representative for UNAOC, succeeding H.E. Mr. Nassir Abdulaziz Al-Nasser, who succeeded H.E. Mr. Jorge Sampaio.

UNAOC's activities are fashioned around the five pillars of Education, Youth, Migration, Media, and Women as peace mediators in identity-based settings.

UNAOC maintains a global network of partners, including states, international and regional organizations, civil society groups, foundations, and the private sector, to improve cross-cultural relations between diverse nations and communities.

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