

Media Information

28 March 2024

**Intercultural Innovation Hub in action.**

Capacity-building workshop in São Paulo, Brazil expands grassroots impact of recipient organizations.

- The Intercultural Innovation Hub (IIH) – an initiative of UNAOC and the BMW Group, with the support of Accenture – connects people and cultures, empowers grassroots organizations and elevates intercultural innovation.
- A second in-person capacity-building workshop was hosted in São Paulo, Brazil, following a series of online and offline sessions as part of the IIH comprehensive support programme.
- Participants include representatives of global grassroots initiatives from Australia, Brazil, Colombia, Germany, Guatemala, Indonesia, Israel, Jordan, and Mexico that are recipients of the current edition.
- The workshop featured various training sessions, reflections with IIH alumni from Brazil and key stakeholder visits.

**São Paulo, Brazil.** The Intercultural Innovation Hub (IIH), an initiative of UNAOC and the BMW Group, with the support of Accenture, empowers international grassroots organizations championing diversity, integration and social inclusion. The second in-person capacity-building workshop for recipients of the current edition of the IIH took place in São Paulo, Brazil from 17 to 22 March 2024 and focused on strengthening their capacities and expanding the impact of their projects. This is part of a holistic support programme with the aim of promoting innovative projects that contribute to inclusive societies worldwide.

**In-person workshop of the IIH addressed key topics such as sustainable funding strategy, leadership and culture**

After a series of interactive discussions and training sessions, representatives of global grassroots initiatives from Australia, Brazil, Colombia, Germany, Guatemala, Indonesia, Israel, Jordan, and Mexico that were honoured in May 2023 at a ceremony held in Berlin, Germany came together for the second in-person workshop of the IIH in São Paulo, Brazil. It focused on key topics such as sustainable funding strategy, leadership and culture.

The workshop featured a visit to Mais Diferenças – a current IIH recipient organization based in São Paulo – during which participants learned about their “Literature in Multiple Formats” initiative and its efforts to provide inclusive and accessible reading resources for individuals of all abilities. The IIH recipients also interacted with alumni from previous editions of IIH from Brazil, including those from organizations such as Politize!, Usina da Imagem and Vaga Lume

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Association, who shed light on their challenges, lessons learned, and their approaches to sustainability and innovation. Over the course of the week-long workshop, participants also learned more about the work, mandates, and activities of the United Nations High Commissioner for Refugees (UNHCR) and United Nations Global Compact during visits to their São Paulo offices.

The São Paulo workshop was part of a year-long tailor-made comprehensive support package provided to IIH recipients. Since their selection, recipients engaged in a series of intensive virtual and face-to-face trainings, including an in-person workshop in Munich that focused on the topics of organizational development strategy, sustainable project scaling, as well as pitching and effective storytelling.

**Meeting global challenges together**

Established in 2011, IIH is a prime example of the essential role that corporate social responsibility plays within the framework of the United Nations. UNAOC and the BMW Group, with the support of Accenture, jointly mobilize their resources, time, and networks to support the IIH recipients. As each partner contributes their unique knowledge to ensure the long-term success of each project, this partnership approach has proven to achieve greater impact.

For more information about the Intercultural Innovation Hub, please visit <https://interculturalinnovation.org/>.

**Voices from the IIH organisations**

"The Intercultural Innovation Hub (IIH) has surpassed my expectations. It connects inspirational nonprofit leaders and provides exceptional support and guidance. IIH has been a transformative experience for me and our organization, and we are now part of a dedicated alumni network committed to global changemaking." – **Aleem Ali** (Australia), CEO of Welcoming Australia

"Being part of the Hub has been an invaluable opportunity for collaboration, learning, and growth. It has also allowed us to connect with a global network of individuals and institutions committed to promoting intercultural dialogue and generating positive impact." – **Alba Carrasco** (Guatemala), CEO of Fundación Ixcanul

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"The Intercultural Innovation Hub (IIH) creates a space for people from all over the world who prove that terms like 'like-minded', 'passionate' and 'dedication' can be so much more than hollow phrases. A space to support and encourage each other, develop ideas, projects and missions together to make the world a more just place." – **Martha Dudzinski** (Germany), Managing Partner of SWANS Initiative

"We are in a place where we can grow sustainably at a quicker pace than at any other time in our history, and that is largely down to the support and guidance of the Intercultural Innovation Hub." – **Jonathan Hamilton** (Indonesia), Founder and CEO of Inspire

"The Intercultural Innovation Hub (IIH) has supported our work in two main ways — first through ongoing capacity-building, and second, and equally as important as the first, by connecting us with a cohort of leaders who are thought partners. My only hope is that we truly stay engaged as alumni and keep growing together." – **Hela Lahar** (Israel), CEO of Tech2Peace

"This has been a transformative experience. It has allowed me to scale my work by providing financial support and expert mentoring to tackle some of our most pressing issues. It also connected me with a group of global changemakers. This recognition has played a pivotal role in our growth." – **Lynn Malkawi**, Founder and Director of the Jordanian organization Wasel for Awareness and Education

"Through an exceptional combination of training, expert support, funding, and exchanges with peers from all over the world, the Intercultural Innovation Hub (IIH) has been decisive for the institutional strengthening of my organization and for my development as a professional." – **Thaís Martins** (Brazil), Advocacy Coordinator of Mais Diferenças

"The Intercultural Innovation Hub (IIH) has integrated me into an international community of changemakers that support and uplift each other. Being part of the Hub has paved the way to new opportunities for collaboration." – **Gabriela de la Torre** (México), Director of Programa Adopte un Talento (PAUTA)

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Email: [alessandrogirola@unops.org](mailto:alessandrogirola@unops.org)**The BMW Group**

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 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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.

[www.bmwgroup.com](http://www.bmwgroup.com)Facebook: <http://www.facebook.com/BMWGroup>Twitter: <http://twitter.com/BMWGroup>YouTube: <http://www.youtube.com/BMWGroupView>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.

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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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