

Media Information
27 April 2021

Intercultural Innovation Award: apply now!

Ten years of partnership between the BMW Group and UN Alliance of Civilization

Organizations around the world are once again invited to submit innovative projects for consideration for the award (deadline: 27 May 2021)

München/New York. For the past ten years, the BMW Group and the United Nations Alliance of Civilizations (UNAOC) have invited organisations around the world to apply for the Intercultural Innovation Award. The two partners have used this award to support innovative projects promoting intercultural understanding.

“As we celebrate ten years of this ever-growing partnership between UNAOC and the BMW Group and now with the support of Accenture, we shall continue to collaborate to magnify the work of cutting-edge social innovators and promote diversity and inclusive societies”, said Mr. Miguel Ángel Moratinos, High Representative for UNAOC.

“In our anniversary year, we are not only celebrating a very successful partnership, but also using the Intercultural Innovation Award once again to appeal to people’s feeling of community”, said Ilka Horstmeier, member of the Board of Management of BMW AG responsible for Human Resources and new patron of the Intercultural Innovation Award.

This takes on a whole new meaning in the face of Covid-19. As Horstmeier said, “We can only manage the added challenges of the pandemic by taking action together.”

Wanted: projects for an inclusive and diverse society

This year, the focus will primarily be on projects promoting gender equality, condemning violent extremism, hatred, and prejudices and advocating for art, culture, and sports as vehicles for social change.

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To leverage the social impact of the chosen projects, all ten finalists will receive the same financial assistance. For this reason, with the support of the consulting firm Accenture, the partners have increased the financial award to USD 200,000. In addition, the finalists will receive individual and professional consulting and participate in various training sessions and workshops. Recipients will also have access to an exclusive network of leaders (“Intercultural Leaders”) who actively promote intercultural dialogue worldwide.

Interested organisations are invited to submit their application by 5:00 p.m. (EST) on Thursday, 27 May 2021, at www.interculturalinnovation.org.

For more information, please contact:

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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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set its course for the future early on and is making sustainability and resource efficiency the focus of the company's strategic direction – from the supply chain, through production, to the end of the use phase, for all its products.

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United Nations Alliance of Civilizations (UNAOC)

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 and help counter the forces that fuel polarization and extremism.

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 High Representative for UNAOC, succeeding H.E. Mr. Nassir Abdulaziz Al-Nasser, who succeeded H.E. Mr. Jorge Sampaio.

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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