

Media Information

13 April 2023

BMW Group and UNICEF host the second capacity-building workshop for the recipients of the Intercultural Innovation Hub 2021 in Mexico City.

Munich/Mexico City. The second capacity-building workshop for the current edition of the **Intercultural Innovation Hub (IIH)** took place in Mexico City, Mexico from April 1st to 6th, 2023. Hosted by the **United Nations Alliance of Civilizations (UNAOC)** and **BMW Group**, with the support of Accenture, the workshop addressed key topics such as effective storytelling, strengthening the self, enhancing group collaboration, future-proofing the organization, and responsible leadership.

The workshop focused on the ten global grassroots initiatives which were honored in November 2021 during an event held at the German Pavilion of Dubai EXPO 2020, within the margins of the thematic week on Tolerance and Inclusivity. Since their selection, representatives from Brazil, Canada, Egypt, France, India, Mexico, Nigeria, Sri Lanka and UK/Switzerland participated in various training sessions with the aim to bolster the capacities of their respective organizations and improve the long-term impact of their projects, allowing them to sustainably expand and replicate their initiatives in other contexts.

As part of the workshop, participants had the opportunity to visit La Cana, one of the recipient organizations based in Mexico City, and witness first-hand the impact of their work focused on creating fair employment and providing training for incarcerated women, with the objective to promote social reintegration and reduce recidivism and crime in the country.

Additionally, participants had the opportunity to meet with **Ilka Horstmeier**, Member of the Board of Management of BMW AG, People and Real Estate, and Labour Relations Director, along with a delegation of BMW Group and Accenture managers based in Mexico City and Latin America. During the

meeting, the recipients shared their achievements and progress since their selection.

"With the Intercultural Innovation Hub, we promote organizations and entrepreneurs in their outstanding social commitment," said Ms. Horstmeier during an interactive discussion. "Because we are convinced: Leadership of today is not about being the best in the world, it's about being the best for the world".

The training in Mexico City is part of a year-long tailor-made comprehensive support package provided to IIH recipients. Prior to Mexico, the recipients attended the first capacity-building workshop in Munich where they focused on the topics of organizational development strategy, effective storytelling and the use of social media.

The initiative, which was established in 2011, 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 www.interculturalinnovation.org.

If you have any questions, please contact:

BMW Group Corporate Communications

Milena Pighi

Communications Human Resources, Working Environment, Real Estate, Corporate Citizenship

Spokesperson Corporate Citizenship

Email: milena.pa.pighi@bmw.de

Telephone: +49-89-382-66563

Media website: www.press.bmwgroup.com

Email: presse@bmwgroup.com

United Nations Alliance of Civilizations

Alessandro Girola

Programming Coordinator

Email: alessandrogirola@unops.org

Telephone: +1 929-274-6208

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 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.

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/>

The United Nations Alliance of Civilizations

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.

Media Information

Date 13 April 2023

Subject Intercultural Innovation Hub Capacity Building in Mexico City.

Page 4

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.

<https://www.unaoc.org>

Facebook: <https://www.facebook.com/unaoc.org>

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

Instagram: <https://www.instagram.com/unaoc/>

YouTube: <https://www.youtube.com/user/unaocvideos>

LinkedIn: <https://www.linkedin.com/company/unaoc/>