

Media information

09 April 2026.

Intercultural Innovation Hub (IIH) 2026: Empowering South African changemakers through global collaboration

+++ BMW Group South Africa drives local awareness for Intercultural Innovation Hub 2026 +++ Empowering South African non-profits through global collaboration, funding and mentorship +++

Midrand. BMW Group South Africa, in collaboration with BMW Group headquarters in Munich and the United Nations Alliance of Civilizations (UNAOC), is advancing local awareness and participation for the Intercultural Innovation Hub (IIH) 2026, a global initiative that supports grassroots organisations driving social inclusion, intercultural dialogue and sustainable community development.

The Intercultural Innovation Hub represents the very best of what global collaboration can achieve when it is rooted in local impact. In South Africa, we have seen first-hand how this programme enables organisations to strengthen their capabilities, expand their reach and deepen their impact within communities.

The IIH is a long-standing partnership between the BMW Group and UNAOC. Each year, the programme identifies and supports outstanding non-profit organisations through a comprehensive package that includes financial grants, capacity-building, strategic mentorship from BMW Group experts, and access to international networks and visibility.

For the 2026 cycle, BMW Group South Africa is focused on increasing local participation by ensuring that organisations with strong community impact are aware of and able to access the opportunity. The initiative is particularly relevant in the South African context, where community-led solutions continue to play a critical role in addressing complex social challenges.

A strong example of the programme's impact is Oasis Place, Reach for Your Dreams" a Cape Town-based organisation and previous IIH recipient, using street football to prevent youth from engaging in violent and criminal activities.

With more than 25 years of impact, Oasis Place "Reach for your Dreams" delivers holistic programmes for life-skills development, rehabilitation and reintegration. The organisation further uplifts youth by instilling them with values inherent to sports, such as team spirit, fair play, respect, and conflict management. The programme encourages participants to join street football events where social development life-skills are taught through the art of sport.

Involving people from different cultures and backgrounds, the aim of the initiative is to prevent youth from engaging in violent and criminal activities by supporting their reintegration into society and empowering them to lead positive and self-sufficient lives. Oasis further uplifts young people by instilling them with values inherent to sports, such as team spirit, fair play, respect, and conflict management.

Before the organisation was with the IIH programme, they had a reach of less than 421 participants but after the IIH programme they were able to double their impact and had a reach of more than 1 400 participants. To date, its initiatives have reached approximately 3,495 participants across school, community and structured sports programmes, creating safe spaces and pathways for young people.

Reflecting on the impact of the IIH programme, Clifford Martinus, Founder of Oasis Place, says:

"The support we received through the Intercultural Innovation Hub has been transformative. It strengthened our capacity, expanded our reach and connected us to a global network that continues to open doors. More importantly, it reaffirmed that community-led solutions, when supported, can create real and lasting change."

Beyond financial support, the IIH provides organisations with access to global expertise and networks, enabling them to scale sustainably and strengthen their long-term impact. For Oasis Place, "Reach for Your Dream" this has translated into increased visibility, international collaboration opportunities and the ability to further develop programmes that directly serve communities.

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The 2026 IIH cycle comes at a significant time, with South Africa continuing to position itself as a key market within the BMW Group's global footprint and a hub for impactful corporate social responsibility initiatives. The local campaign will focus on telling authentic South African stories, showcasing real impact and encouraging more organisations to apply.

Applications for the Intercultural Innovation Hub 2026 are currently open. BMW Group South Africa encourages all eligible non-profit organisations working in social cohesion, youth development and community upliftment to apply and become part of a global network committed to building more inclusive and resilient societies.

- Entry deadline: 15 April 2026, 17:00 hrs EDT (New York)
- Entry portal: www.interculturalinnovation.org/application-process
- Eligibility requirements: www.interculturalinnovation.org/the-project/who-can-apply

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If you have any questions, please contact:

BMW Group Corporate Communications

Katharina Schalk, spokesperson, Corporate Citizenship

E-Mail: katharina.schalk@bmwgroup.com

Phone: +49-151-601-51092

BMW Group South Africa Corporate Communications

Angela Konert, Head of Business Communications

E-Mail: Angela.Konert@bmw.co.za

Phone: +27 71 666 2472

United Nations Alliance of Civilizations (UNAOC)

Dana Podmolikova, Programme Management Specialist - Youth

E-Mail: danap@unops.org

Phone: +1 (212) 963-7149



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In 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

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