

Media Information
15 June 2012

Sustainable Cultural Diversity: 2012 Intercultural Innovation Award Launched

Now accepting applications. Over 400 participants in 2011

New York/Munich. The BMW Group and the UN Alliance of Civilizations (UNAOC) are inviting organizations to apply for the Intercultural Innovation Award. Grassroots initiatives that are promoting intercultural understanding and cooperation in new and sustainable ways shall be recognized.

The Intercultural Innovation Award is a partnership between the BMW Group and the UN Alliance of Civilizations (UNAOC), a special project of the UN Secretary-General.

Both BMW Group and the UNAOC favor projects that are sustainable, make a long lasting impact and have the potential to benefit the widest possible audience. An international jury of scholars and experts from different regions of the world will assess this year's applications to ensure that winning projects are innovative and impactful. Five top winners will be announced at an awards ceremony that will take place at the 5th Forum of the UNAOC in Vienna, Austria in February 2013.

In addition to a monetary prize winners will benefit from support and consulting services from the UNAOC and the BMW Group over the course of a year. The help provided is individualized to the specific needs of winners, and includes outreach and communications support, fundraising, or networking with funders and sponsors.

In 2011, the award received more than 400 applications from 70 countries. This year, the UNAOC and the BMW Group want to expand their commitment to support innovative grassroots projects from all over the world. In an effort to reach out to the global community, application guidelines are available in 10 languages including Arabic, Chinese, Kiswahili or Hebrew and can be found in www.interculturalinnovation.org.

Deadline for submissions is October 10th, 2012.

For further information on the Intercultural Innovation Award please visit <http://interculturalinnovation.org/> or contact:

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e-mail: jeancb@unops.org, Phone: +1-212-457-1090, Fax: +1-212-457-4032**The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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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. It also helps to counter the forces that fuel polarization and extremism. The UNAOC was established in 2005, at the initiative of Spain and Turkey, under the auspices of the United Nations and under the leadership of Jorge Sampaio, former President of Portugal, as High Representative for the UNAOC.

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