



THE INTERCULTURAL INNOVATION AWARD

A partnership between
United Nations Alliance of Civilizations & BMW Group

2014 Intercultural Innovation Award Launched

New York/Munich 31 January 2014: The BMW Group and the **United Nations Alliance of Civilizations** (UNAOC) have started, under the [Intercultural Innovation Award](#) , their annual search for grass-root organizations engaged in innovative cross-cultural work.

Ten organizations with grassroots projects that promote intercultural understanding in new and sustainable ways will be awarded funding and strategic support by the BMW Group and the UNAOC. To be considered, organizations must apply online by Wednesday, 30 April, 2014 at 5:00 pm New York City time.

The top ten finalists will be invited to present their projects at the 6th UNAOC Global Forum in August 2014 in Bali, Indonesia.

Launched in 2011, the Intercultural Innovation Award is the result of a unique public-private partnership between the United Nations Alliance of Civilizations (UNAOC) and the BMW Group. With the overarching aim of helping people to help themselves, UNAOC and BMW Group jointly mobilize their resources, time, and networks to support awardees. This new model of collaboration between the UN and the private sector creates deeper impact, as both partners provide their respective expertise to ensure the sustainable growth of each project.

A total of 100,500 USD is offered to the awardees, of which 40,000 USD goes to the winning project. One year after winning the award, 2011's winners had increased the number of beneficiaries they impact by an average of 96%. In 2012, the award received more than 500 applications from 90 countries.

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

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold around 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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.

The United Nations Alliance of Civilizations

The Alliance of Civilizations, an initiative of the UN Secretariat General, 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 Alliance works with a global network of partners including States, international and regional organizations, civil society, foundations, and the private sector to improve cross-cultural relations between diverse nations and communities. It also works at the grassroots level, promoting innovative projects that build trust, reconciliation, and mutual respect.