

# **THE** INTERCULTURAL INNOVATION **AWARD**

APPLICATION GUIDELINES 2021

[WWW.INTERCULTURALINNOVATION.ORG](http://WWW.INTERCULTURALINNOVATION.ORG)

A PARTNERSHIP BETWEEN  
**UNITED NATIONS ALLIANCE OF CIVILIZATIONS & BMW GROUP**



**BMW  
GROUP**



# THE INTERCULTURAL INNOVATION AWARD

## APPLICATION GUIDELINES 2021

Since 2011, the United Nations Alliance of Civilizations (UNAOC) and the BMW Group have engaged in a historic partnership geared towards creating a new model for collaboration between the private sector and the UN system. Together, and towards achieving the Sustainable Development Goals, they have established the BMW Group Award for Intercultural Innovation, in support of the Alliance of Civilizations, under the auspices of the United Nations. The partnership's mandate is to select innovative grassroots projects that encourage intercultural dialogue and work toward a more peaceful world, by rejecting violent extremism, embracing diversity and promoting inclusive societies.

UNAOC and BMW Group, supported by Accenture, mobilize their resources, time and networks to strengthen the selected projects. This new model of collaboration between the UN and the private sector creates deeper impact, as all partners provide their respective expertise to ensure the sustainable growth of each project.

Eligible to apply for the Intercultural Innovation Award are not-for-profit organizations implementing projects focused on promoting intercultural dialogue and fostering diverse and inclusive societies, and who are willing to expand their range of action. Examples include projects in the fields of promoting gender equality and women's empowerment, preventing xenophobia, violent extremism, and hate speech, promoting the use of sport, art and culture as tools to drive social change and foster social inclusion. The Intercultural Innovation Award does not support one-time events (e.g. festivals, events, conferences. etc.).

# THE AWARDS

## AWARDS

The Intercultural Innovation Award will be bestowed upon ten organizations.

The main objective of the Intercultural Innovation Award is to identify and support innovative projects that are already being implemented and have potential for expansion and replication. The award is given to organizations that are implementing the project with the overall goal to sustainably expand and adapt the project to other contexts. Projects presented within this call must have shown successful outcomes during at least its first year of implementation.

Awardees will benefit from a comprehensive one-year capacity-building program aimed at strengthening their work. The support program will consist of funding, training and capacity-building, customized support and mentoring, and membership to the "Intercultural Leaders". After the one-year support program, alumni of the IIA will still benefit from their Intercultural Leaders membership, which gives access to a community of change makers working in the field of intercultural dialogue.

## FUNDING

Awardees will receive funding to be used for project expansion and/or replication of their project. The total amount of the funding pool is USD 200,000 distributed evenly between the finalists.

## TRAINING AND CAPACITY BUILDING

In order to increase the effectiveness of awarded organizations in their work, UNAOC and the BMW Group, supported by Accenture, will develop a detailed capacity-building program. Awardees will gather during the one-year support to participate in capacity-building workshops addressing topics such as scaling up, leadership, strategy and planning, monitoring and evaluating for results, effective use of social media, etc. Workshops will be facilitated by expert trainers as well as BMW Group and Accenture associates.

## CUSTOMIZED SUPPORT AND MENTORING

A detailed needs assessment will be conducted with each of the awardees after the Intercultural Innovation Awards Ceremony. The specific support received will also depend on the individual needs of the projects. UNAOC and BMW Group, supported by Accenture, will then

mobilize additional resources to help those organizations achieve their goals. In addition, the Intercultural Innovation Award's pool of experts will offer project-related assistance and organizational development advice, in order to increase the effectiveness of awarded organizations in their work to expand or replicate their project.

## RECOGNITION AND VISIBILITY

Awarded organizations will be invited to participate to a ceremony celebrating their work. Awarded organizations will also be supported in the development and implementation of a communications plan by BMW Group communications specialists.

Finally, awardees might also be invited to participate in regional or global events which can serve as platforms to increase the visibility of their work.

## MEMBERSHIP TO "INTERCULTURAL LEADERS"

Awardees will become members of "Intercultural Leaders", a project of UNAOC in partnership with the BMW Group. Intercultural Leaders is an exclusive skills and knowledge-sharing platform for civil society organizations and young leaders that work on addressing cross-cultural tensions. Through an innovative online system, Intercultural Leaders harnesses the solidarity of its members to maximize the impact of their work and help them foster cross-cultural understanding and cooperation. Intercultural Leaders allows its members to:

1. Be part of a unique community of change makers;
2. Connect with other organizations and individuals, learn about other projects, programs and initiatives and collaborate with them;
3. Post their organization's needs and receive support from experts, enabling organizations to maximize their impact;
4. Get notified of opportunities: competitions, grants, conferences, etc.

# SELECTION PROCESS

The selection process for the Intercultural Innovation Award is guided by the principles of fairness, transparency and integrity. The steps outlined are intended to retain the integrity of the process whilst preserving a level of flexibility in the creation of an open and effective competitive procedure.

The selection process is composed of the following steps:

## ELIGIBILITY SCREENING

All submissions will be rigorously assessed using the eligibility criteria. Applicants must meet all eligibility criteria outlined below in order to be considered.

## SHORTLISTING

Based on the written submissions and accompanying materials, a maximum of 30 applications will be short-listed by a diverse pre-selection committee composed of the following: one member from UNAOC, one member from the BMW Group, one member from Accenture and a selected number of experts.

**Only shortlisted applicants will be notified.**

Shortlisted applicants will be required to provide further documentation, including but not limited to the organization's budget, draft budget for the use of funding and work plan (templates to be provided).

## SELECTION OF FINALISTS

Ten finalists will be selected by an international jury of experts and one member of both UNAOC and the BMW Group. Applications will be assessed using a comprehensive set of criteria outlined below.

**\*Shortlisted applicants will be interviewed in the final stage of evaluations.**



"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."

### **MIGUEL ÁNGEL MORATINOS**

High Representative for the United Nations  
Alliance of Civilizations (UNAOC)



"We firmly believe that intercultural dialogue is fundamental to building strong civic societies and to fostering economic development. That's why we take pride in our long-standing partnership with UNAOC. Our commitment to the awardees extends beyond financial support to include every relevant resource we can offer."

### **ILKA HORSTMEIER**

Member of the Board of Management of BMW AG,  
Human Resources, Labour Relations Director

# ELIGIBILITY CRITERIA

Organizations that submit a project to the competition need to fulfill each and every one of the following criteria to be deemed eligible:

## ORGANIZATIONS' ELIGIBILITY CRITERIA

### Status

Be registered as a non-for-profit organization such as a non-governmental organization, charitable organization, research and educational institution, labor union, indigenous group, faith-based organization, professional association, foundation and local or municipal branches of government.

### Length of operation

Applying organizations must have been operational for a minimum of 2 years before April 2021; with funding base and project implementation (i.e. the organization must show registration as non-profit in their country of operation by April 2019 or earlier).

### Field of action

Eligible to apply for the Intercultural Innovation Award are not-for-profit organizations implementing projects focused on promoting intercultural dialogue and fostering diverse and inclusive societies, and who are willing to expand their range of action. Examples include projects in the fields of promoting gender equality and women's empowerment, preventing xenophobia, violent extremism, and hate speech, promoting the use of sport, art and culture as tools to drive social change and foster social inclusion. The Intercultural Innovation Award does not support one-time events (e.g. festivals, events, conferences. etc.).

### Past UNAOC or BMW Group support

Organizations that have previously received any UNAOC support are not eligible to apply to the Intercultural Innovation Award. These other UNAOC distinctions include, but are not limited to, Living Together Peacefully in a Diverse World Prize, Youth Solidarity Fund, Entrepreneurs for Social Change, Create UNAOC and PEACEApp. Organizations that have previously received a BMW Group award for Intercultural Learning/Commitment are not eligible to apply to the Intercultural Innovation Award.

## PROJECTS' ELIGIBILITY CRITERIA

### Sustainability of the project

The Intercultural Innovation Award does not support one-time events (e.g. festivals, events, conferences. etc.).

### Funding

The award does not provide base funding. The award does not fund projects that have not been implemented yet. Projects submitted within this call should have been launched for at least 12 months by April 2021 (i.e. projects submitted must have started on April 2020 or earlier).

### Past UNAOC support

Projects that have been submitted to previous editions of the Intercultural Innovation Award and were not selected are eligible and encouraged to apply again.



Capacity Building Workshop in Munich, Germany

# EVALUATION CRITERIA

Shortlisted projects will be evaluated against a comprehensive set of criteria, scoring a maximum of 100 points. Shortlisted organizations will be requested to provide supporting evidence of meeting the criteria below. These criteria include three main categories:

## THE ORGANIZATION (30 POINTS)

**Organizational structure:** is capable of achieving the goals set in the project.

**Commitment to a diverse and inclusive society:** has proven interest and commitment in fostering diverse and inclusive societies (e.g. past reports, reference letters, etc.).

**Work plan and budget:** has set a realistic budget to replicate or expand the project.

**Transparency:** has made genuine and demonstrated efforts to adopt a policy of transparency

**Equality:** has adopted equality and diversity policies as reflected in staff members, membership and activities

## THE PROJECT (60 POINTS)

**Relevance:** is appropriate for the targeted audience and in the local context where implemented, taking into account the necessity of the project, challenges posed by Covid-19, and which SDG it is tackling.

**Quality:** undertakes an in-depth analysis of problems/issues and set a consistent intervention strategy.

**Clarity:** sets clear objectives and draws a logical connection between activities, outputs and outcomes.



Capacity Building Workshop in Munich, Germany



Capacity Building Workshop in Munich, Germany

**Innovation:** pushes beyond typical approaches and excels in the use of original and novel methods (social media, arts, pedagogical approach, innovative training, etc.).

**Measurability:** impact of the project is measurable (i.e. number of beneficiaries, polls on attitude change, assessment of behavioral changes, clear policy changes, etc.)

**Sustainability:** demonstrates ability to be sustainable in the mid-long term.

**Replicability:** has the capacity to be replicated and scaled-up in different settings. This is a key evaluation criterion.

## THE APPLICATION TEXT (10 POINTS)

A total of 10 points will be awarded to applications which demonstrate clarity, conciseness and persuasiveness. The application text must show an effective communication of ideas and provides relevant examples, provide clear and concise responses to questions, and include insightful arguments and engaging narrative.

*Applicants are encouraged to reflect on how the project has coped with the challenges that have occurred in the context of Covid-19 and how the project contributes to building back better.*

# APPLICATION INSTRUCTIONS

**CLICK HERE TO APPLY ONLINE:** [www.interculturalinnovation.org/application-process](http://www.interculturalinnovation.org/application-process)

**Deadline for submissions is Thursday, 27 May 2021, at 5:00 p.m. EDT (New York City time).**

More info: Please visit <https://www.interculturalinnovation.org/the-award/> and follow the instructions to apply. ONLY online applications are accepted.

If you have questions about the application process, you can visit the Frequently Asked Questions section of our website on <https://interculturalinnovation.org/faq/>. If you have additional questions, please contact [award@interculturalinnovation.org](mailto:award@interculturalinnovation.org).

Only duly completed applications will be considered. Applicants may be requested to supply documentary evidence which supports the statements made above. Failure to do so can result in disqualification.

All personal data provided to UNAOC and the BMW Group is kept confidential. By clicking on the "Submit" button applicants agree to the publication of his/her name, the name of the participating organization, its address and other submitted materials on the [interculturalinnovation.org](http://interculturalinnovation.org) website and any media now existing or subsequently developed, for any UNAOC-BMW Group purpose.



Capacity Building Workshop in Melbourne, Australia



Capacity Building Workshop in Munich, Germany

## DISCLAIMER

UNAOC and BMW Group reserve the right to not select any applicants or to cancel the next edition of the Intercultural Innovation Award for any reason. UNAOC and BMW Group accept no liability for cancelling the next edition of the Intercultural Innovation Award or for anyone's failure to receive actual notification of cancellation.

# TIMELINE

## **DEADLINE FOR SUBMISSIONS**

THURSDAY, 27 MAY 2021

AT 5:00 P.M. EDT (NEW YORK CITY TIME)

We strongly encourage applicants to apply early, in order to minimize the risk of last minute applications. Incomplete submissions will not be considered.

## **SHORT-LISTING**

The pre-selection committee will select a shortlist of a maximum of 30 applicants. Short-listed applicants will be required to provide further documentation including a detailed budget and a detailed activity plan of the project (using templates to be provided).

## **EVALUATION**

An international jury composed of renowned scholars, experts, and members of the BMW Group and UNAOC will evaluate short-listed applications.

## **INTERVIEWS**

Short-listed applicants will be interviewed.

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## **APPLY ONLINE**

[interculturalinnovation.org/the-award/](https://interculturalinnovation.org/the-award/)

## **MORE INFO**

[interculturalinnovation.org](https://interculturalinnovation.org)

## **CONTACT US**

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