

BMW Group Award for Intercultural Commitment. Call for Submissions 2010.



www.bmwgroup.com/award

BMW Group



BMW Group's Intercultural Commitment. Redefining how we live together.



In the face of increasing globalization and global diversification, meeting and working with people from diverse social and cultural backgrounds is rapidly becoming a regular way of life for more and more people. At present, already more than 200 million people have left their native countries for a limited time period or for good. This development makes intercultural understanding one of the key challenges of society. As a global player, the BMW Group takes on this challenge.

What does intercultural mean?

For the BMW Group, this is not only about promoting the dialogue between different nationalities but also about establishing a lasting bond between members of various ethnic, religious, social and age groups. The award aims to support persons and their projects that encourage people from different backgrounds to give up outdated prejudices and join hands in understanding each other and working together.

Tradition and Future. Launching a new award.

In 2010, the BMW Group Award for Intercultural Commitment is being launched for the first time. It builds on a venerable tradition: Since 1997, more than 40 prizes have been awarded by the internationally renowned BMW Group Award for Intercultural Learning. With its revised Award for Intercultural Commitment, the BMW Group intends to further strengthen its global effort to promote intercultural understanding.

The BMW Group has long supported persons from all over the world who strive to build bridges of understanding between people from different social, ethnic, religious and age groups. The company regards this new Award for Intercultural Commitment as a significant next step in promoting intercultural understanding. In this endeavor, the BMW Group focuses on establishing lasting partnerships between the company and individuals who dedicate their innovative strength and vision to furthering the peaceful coexistence in a modern, diverse society.

The support the BMW Group offers award winners is based on its core competences; it comprises not only prize money but also mobility support, knowledge transfer, and help with practical problems.

From the Initial Idea to a Thriving Project. Building lasting partnerships.

Each success story starts with an idea – but even the best idea requires sufficient expertise, resources and active support in order to develop into a thriving project. This is where the BMW Group Award for Intercultural Commitment comes in: Applicants from all over the world are invited to present their idea for a project and to state the support they require. After all, it is the BMW Group's goal to establish lasting partnerships with the award winners so as to encourage many more people to get involved in intercultural activities.



If you would like to submit an application, please see www.bmwgroup.com/award for submission requirements and application material. We look forward to receiving your completed application forms together with your concept (maximum five pages).

Selection and Awards. Day of the decision.

Award schedule

Call for submission launched
01.02.2010

Submission deadline
31.05.2010

Award ceremony
18.11.2010



The jury shortlists the six most promising applications from all submissions and invites the teams to present their concepts to the jury committee in Munich on 18 November 2010. The three applicants with the most convincing idea will be presented with the BMW Award for Intercultural Commitment only a few hours later at the award ceremony.

The presentation of a total prize money of € 25,000 also marks the kick-off of the cooperation between the award winners and the BMW Group.

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The Jury. Combining Expertise and Vision.

The panel of jury members reflects the award's international and comprehensive focus. Experts from various countries, cultures and academic disciplines who can draw on solid intercultural experiences will select the most promising and innovative ideas. The jury consists of members, i.e. renowned international personalities from intercultural projects, education, politics and science as well as cultural life and the media.



Ruth Cheshin, President of Jerusalem Foundation



Dr. Barry van Driel, Secretary General of the International Association for Intercultural Education



Markus Hipp, Executive Director of the BMW Foundation Herbert Quandt



Professor Rajendra K. Jain, professor for European Studies, Jawaharlal Nehru University



Dr. Mark Terkessidis, journalist, author and migration researcher



Prof. Dr. Vernor Muñoz Villalobos, UN Special Rapporteur on the Right to Education