

# **THE INTERCULTURAL INNOVATION AWARD**

APPLICATION GUIDELINES 2015  
[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 2015

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, they have established the BMW Group Award for Intercultural Innovation, in support of the Alliance of Civilizations, under the auspices of the United Nations (otherwise known as The Intercultural Innovation Award), whose mandate is to select highly innovative grassroots projects that promote intercultural dialogue and understanding, making vital contributions to prosperity and peace.

With the objective of “helping people to help themselves,” both UNAOC and BMW Group mobilize their resources, time and networks to support the 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.

Eligible to apply for the Intercultural Innovation Award are not-for-profit organizations active in the fields of migration and integration; intercultural awareness; education for intercultural citizenship; and organizations addressing the needs of specific groups in promoting intercultural understanding (e.g. faith-based, youth, women, media, etc.) with a track record of managing intercultural projects and willingness to expand their range of action. Projects within this competition need to be sustainable. The Intercultural Innovation Award does not support one-time events (e.g. festivals, events, conferences, etc.).

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 the organization that is implementing the project with the overall objective of helping the organization to 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 program aimed at enabling the transfer of their project to other contexts. After one year, a detailed evaluation will be performed in order to assess the impact of the Award on the recipients.

This one-year support program consists of a monetary prize, training and capacity building, customized support and mentoring, recognition and visibility, and membership to “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 unique community of change makers working in the field of intercultural dialogue.

# THE AWARDS

## MONETARY PRIZE

Awardees will receive a monetary prize to be used for project expansion and/or replication of their project. The total amount of the prize pool is USD 100,500 distributed as follows:

1st	USD 40,000
2nd	USD 20,000
3rd	USD 15,000
4th	USD 8,000
5th	USD 5,000
6th–10th	USD 2,500

## TRAINING AND CAPACITY-BUILDING

In order to increase the effectiveness of awarded organizations in their work to expand or replicate their project, the UNAOC and BMW Group have developed an Intercultural Innovation Award training and capacity-building program. Awardees will gather twice during the one-year of support to participate in a multi-day capacity-building workshop addressing issues such as scaling up, financial sustainability, human resources management, communication skills, marketing and use of social media. Workshops will be facilitated by expert trainers as well as BMW Group associates. In addition, organizations will be offered the chance to participate in a series of webinars and other training opportunities in various topics of interest to them.

## CUSTOMIZED SUPPORT AND MENTORING

Awardees will draw from one-year active support and consulting from the UNAOC and the BMW Group in order to help them to become more efficient and to expand, as well as enable their transfer to other contexts or settings where relevant. A detailed needs assessment will be conducted with each of the awardees after the Awards Ceremony at the 7th UNAOC Global Forum. The specific support received will depend on the individual needs of the projects. The UNAOC and the BMW Group will then mobilize additional resources to help those organizations achieve their goals. Based on experience by previous recipients, this support can be as diverse as connecting awardees to BMW Group local branches, facilitating agreements with local businesses, providing pro-bono translation, facilitating sponsorship agreements and connecting awardees to other international organizations and UN bodies.

In addition, the Intercultural Innovation Award pool of experts will provide support and guidance in the fields of fundraising, grant writing, financial sustainability, multimedia, graphic design, organizational development, marketing, monitoring and evaluation, and social media.

## RECOGNITION AND VISIBILITY

Awarded organizations will be invited to participate in the 7th UNAOC Global Forum where the Awards Ceremony will take place in the presence of hundreds of Heads of States, ministers, media and civil society organizations (see a video of last year's ceremony here: [https://youtu.be/\\_8lqO-gFwSI](https://youtu.be/_8lqO-gFwSI)).

Awarded organizations will also be supported in the development and implementation of a communications plan by BMW Group communications specialists as well as a US-based public relations firm.

Finally, awardees will be invited to participate in regional or global events that can serve as platforms to present their projects.

## INTERCULTURAL LEADERS MEMBERSHIP

Awardees will become members of "Intercultural Leaders", a project of the 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, programmes and initiatives and collaborate with them;
3. Post their organization's needs and receive effective help and advice from experts, including Responsible Leaders of the BMW Foundation and BMW Group associates, 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 4 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 50 applications will be short-listed by a pre-selection committee composed of the following: one member from the UNAOC, one member from the BMW Group and two experts in the field of intercultural relations.

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

**Only shortlisted applicants will be notified**

### SELECTION OF FINALISTS

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

**Shortlisted applicants will be interviewed during early 2016.**

### FINAL EVALUATION AND DECISION

The projects of awardees will be presented at the 7th UNAOC Global Forum. The final decision of the international jury of experts regarding the ranking of award recipients will be announced during the Awards Ceremony at the UNAOC Global Forum.



**NASSIR ABDULAZIZ AL-NASSER**

United Nations High Representative  
for the Alliance of Civilizations



**BILL McANDREWS**

BMW Group, Vice President Corporate  
Communications Strategy, Corporate  
and Market Communications

# 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 May 2015; with funding base and project implementation (i.e. the organization must show registration as non-profit in their country of operation by May 2013 or earlier).

### Field of Action

Applying organization's field of action must fall within at least one of the following thematic clusters: migration and integration; intercultural awareness; education for intercultural citizenship; organizations addressing the needs of specific groups in promoting intercultural dialogue and understanding (e.g. faith-based, youth, women, media, etc.)

### Future Work

The applying organization must have the willingness to expand the range of action of the project with the UNAOC, the BMW Group and other partners.

### 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

### Nature of Project

Nature of project: Projects submitted by applying organizations to the Intercultural Innovation Award must implement new approaches and methods to intercultural understanding (to see what we understand for innovation, visit [interculturalinnovation.org/innovations/](http://interculturalinnovation.org/innovations/)).

### 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 May 2015 (i.e. projects submitted must have started on May 2014 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. However, organizations that have previously received any UNAOC support are not eligible to apply.



2014 Award Ceremony in Bali, Indonesia

# 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 PROJECT (60 POINTS)

Relevance (5 Points) - is appropriate for the targeted audience and in the local context where implemented.

Quality (5 Points) - undertakes an in-depth analysis of problems/issues and set a consistent intervention strategy.

Clarity (5 Points) - sets clear objectives and draws a logical connection between activities, outputs and outcomes.

Innovation (15 Points) - pushes beyond typical approaches and excels in the use of original and novel methods (social media, arts, pedagogical approach, innovative training, etc.).

Measurability (10 Points) - impact of the project is measurable (i.e. number of beneficiaries, polls on attitude change, assessment of behavioral changes, clear policy changes, etc.)

Sustainability (10 Points) - demonstrates ability to be sustainable in the mid-long term.

Replicability (10 Points) - has the capacity to be replicated and scaled-up in different settings. This is a key evaluation criterion.



2013 Capacity-Building Training in New Delhi, India



2014 Capacity-Building Workshop in Munich, Germany

## THE ORGANIZATION (30 POINTS)

Organizational Structure (5 Points) - is capable of achieving the goals set in the project.

Intercultural Commitment (5 Points) - has proven interest and commitment in intercultural dialogue, understanding and cooperation (e.g. past reports, reference letters, etc.).

Work Plan and Budget (10 Points) - has set a realistic budget to replicate or expand the project.

Transparency (5 Points) - has made genuine and demonstrated efforts to adopt a policy of transparency.

Equality (5 Points) - has adopted equality and diversity policies as reflected in staff members, membership and activities.

## 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 with relevant and provides relevant examples, provide clear and concise responses to questions, and include insightful arguments and engaging narrative.

# APPLICATION INSTRUCTIONS

[CLICK HERE TO APPLY ONLINE](http://interculturalinnovation.org/the-award/)

<http://interculturalinnovation.org/the-award/>

## **Deadline for submissions is 30 September 2015 at 5:00 p.m. New York City time.**

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

### **PROJECT CONCEPT**

Please reply to the following questions in a clear and succinct fashion. Only applications in English are accepted.

1. Explain your project in one sentence. (max. 20 words)
2. Describe up to 5 main activities of your project and their outcomes/expected outcomes. Please provide qualitative and quantitative data that show your impact. (max. 50 words per activity and outcome, 250 words in total)
3. List up to 3 ways that your project innovates in the promotion of intercultural dialogue, understanding and cooperation. (max. 50 words per each way your project innovates, 150 words in total)
4. Provide up to 3 explanations as to how your organization would use the support received from the UNAOC and the BMW Group to expand and replicate the project. (max. 50 words per each way your organization would use the support received from UNAOC and the BMW Group, 150 words in total)
5. Describe the issue(s) your project aims to address. Why is your project necessary? (max. 250 words)
6. Why should your organization be selected as a finalist of this call for applications? (max. 250 words)

### **ATTACHMENTS**

Applicants need to prepare some documents before they fill in the application form. Applicants are required to attach digital copies of the following documents:

1. Organization's proof of registration.
2. Statutes (or other document that states the goals, governance structure, etc.) of the organization.

If you have questions about the application process, you can visit the Frequently Asked Questions section of our website on

<http://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 the 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.



Velma Šarić, "Post Conflict Research Center", 2014 Intercultural Innovation Awardee with United Nations Secretary-General Ban Ki-moon and the United Nations High Representative for the Alliance of Civilizations Nassir Abdulaziz Al-Nasser

# TIMELINE

## **DEADLINE FOR SUBMISSIONS**

WEDNESDAY 30 SEPTEMBER 2015  
AT 5:00 P.M. 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**

NOVEMBER/DECEMBER 2015

The pre-selection committee will select a shortlist of a maximum of 50 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**

JANUARY 2016

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

## **INTERVIEWS**

LATE JANUARY/EARLY FEBRUARY 2016

Short-listed applicants will be interviewed.

## **AWARDS CEREMONY**

APRIL/MAY 2016

The top 10 finalists will be invited to present their projects at the 7th UNAOC Global Forum. The final results (i.e. ranking of finalists) will be announced during the Awards Ceremony at the Global Forum.

**THE  
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INNOVATION  
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**APPLY ONLINE**

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

**MORE INFO**

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

**CONTACT US**

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