

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

**APPLICATION GUIDELINES 2012**

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

A partnership between:  
UNITED NATIONS ALLIANCE OF CIVILIZATIONS  
& BMW GROUP





# THE INTERCULTURAL INNOVATION AWARD APPLICATION GUIDELINES 2012

The United Nations Alliance of Civilizations (UNAOC) and the BMW Group have joined forces to strengthen their commitment to encourage cultural diversity and coexistence among communities. 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) searches for innovative and sustainable projects around the world that are encouraging dialogue and cooperation among people from different cultural backgrounds using innovative and creative methods.

Not-for-profit organizations that are active in the fields of migration and integration; intercultural awareness; education for intercultural citizenship; the role of specific groups (faith-based; women; youth; media) in promoting intercultural understanding, with a track records in managing intercultural projects and willingness to expand their range of action, are eligible to apply.

The Intercultural Innovation Award **will be bestowed upon ten organizations**. Winners will become members of the “World Intercultural Facility for Innovation” (WIFI), **and the top five** will draw from one-year support and consulting from the UNAOC and the BMW Group. The WIFI, a program initiated by the UNAOC in cooperation with the BMW Group, will help winners to become more efficient and to expand, as well as enable their transfer to other contexts or settings where they might be relevant. The specific support received will depend on the individual needs of the projects. A detailed needs assessment will be conducted in conjunction with each of the winners. The UNAOC and the BMW Group and a Mentorship Group will then mobilize resources to help those projects achieve their goals. After one year, a comprehensive evaluation will be performed in order to assess the impact of the Award on the winners.

The Mentorship Group is composed of foundations, institutions, governments and corporations that provide funding or in-kind contributions to one or more of the winners of the Award. In some instances, mentors support a winner in their overall effort to expand and replicate throughout the whole year; in other occasions, this support can also be provided sporadically.

# AWARDS

Winners of the selection process will be awarded a monetary prize. The total amount of the prize pool is USD 100,000 distributed as follows:

<b>1st</b>	<b>USD 50,000</b>
<b>2nd</b>	<b>USD 20,000</b>
<b>3rd</b>	<b>USD 15,000</b>
<b>4th</b>	<b>USD 10,000</b>
<b>5th</b>	<b>USD 5,000</b>
<b>6th-10th</b>	<b>honorable mention</b>

All ten finalists will receive recognition and visibility. Furthermore, the top five projects will draw on one-year active guidance and support from the UNAOC and the BMW Group in order to replicate and expand the range of action of their projects. They will also benefit from the help of the Mentorship Group. This support may vary depending on the nature of the project and may include IT support, legal advice, increased visibility, etc.



**PRESIDENT JORGE SAMPAIO**

High Representative for the United Nations Alliance of Civilizations  
Patron of the Intercultural Innovation Award



**HARALD KRÜGER**

Member of the Board of Management of BMW AG  
Patron of the Intercultural Innovation Award



**2011 WINNERS OF THE AWARD WITH UN SECRETARY-GENERAL BAN KI-MOON**

## 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.

### 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 fifty applications will be shortlisted 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.
- All applicants will be notified by **early December 2012**.
- Shortlisted applicants may be required to provide further documentation, including but not limited to proof of legal status, budget and work plan.

### SELECTION OF FINALISTS

- Ten finalists will be selected by an international jury of experts composed of scholars, practitioners and one member of the UNAOC and the BMW Group. Applications will be assessed using a comprehensive set of criteria outlined below.
- Finalists will be informed of the decision by **early January 2013**.

### FINAL EVALUATION AND DECISION

- All ten finalists will become members of the WIFI.
- Winners will be invited to present their projects at the 5<sup>th</sup> Annual Forum of the UNAOC in Vienna, Austria. The final decision of the international jury of experts will be announced during the Awards Ceremony that will take place during the Annual Forum.

## ELIGIBILITY CRITERIA

Applying organizations need to fulfill each and every one of the following criteria to be deemed eligible:

- Projects implemented by non-for-profit organizations including non-governmental organizations, charitable organizations, research and educational institutions, labor unions, indigenous groups, faith-based organizations, professional associations, foundations and local or municipal branches of government.
- Field of action must fall within one of the following thematic clusters: migration and integration; intercultural awareness; education for intercultural citizenship; the role of specific groups (faith-based; women; youth; media) in promoting intercultural understanding.
- Projects must implement new approaches and methods to intercultural understanding.
- Willingness to expand the range of action of the project with the UNAOC, the BMW Group and other partners.
- Projects that have been submitted to previous editions of the Intercultural Innovation Award are eligible to apply.
- Projects cannot have been winners in previous editions of the UNAOC Marketplace of Ideas or BMW Group Awards. Organizations that won in past editions can submit different projects, however.
- Organizations must have been operational for a minimum of 2 years with funding base and project implementation. Projects submitted within this call should have been launched already for 12 months minimum.

# EVALUATION CRITERIA

Shortlisted projects will be evaluated against a comprehensive set of criteria. These criteria include three main categories:

## THE PROJECT

- **Relevance:** is appropriate to the local context and targeted audiences in which they are implemented.
- **Quality:** undertakes an in depth analysis of problems/risks and sets a consistent intervention strategy.
- **Clarity:** sets clear objectives and draws a logical connection between activities, outputs and outcomes.
- **Innovation:** pushes beyond boundaries and excels in the use of original and novel methods (social media, arts, pedagogical approach, innovative training, etc.).
- **Measurability:** impact of the intervention is assessable (i.e. number of beneficiaries, polls on attitude change, external assessments, 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 APPLICANT (ORGANIZATION)

- **Organizational structure:** is capable of achieving the goals set in the project.
- **Intercultural commitment:** has proven interest and commitment in intercultural dialogue, understanding and cooperation (e.g. past reports, reference letters, etc.).
- **Work plan and budget:** has set a realistic budget to implement the project.
- **Transparency:** has made genuine and demonstrable efforts to adopt a policy of transparency.
- **Equality:** has adopted equality and diversity policies as reflected in staff members, membership and activities.

## THE APPLICATION

- **Clarity:** shows an effective communication of ideas and provides relevant examples.
- **Conciseness:** provides clear and concise responses to questions.
- **Persuasiveness:** includes insightful arguments and engaging narrative.



MEDJI TOURS - DUAL NARRATIVE TOURS TO ISRAEL AND PALESTINE. 2011 Winner, 1<sup>st</sup> Place

## TIMELINE

- **Wednesday October 10th, 2012 at 5:00 p.m. ET:** deadline for submissions. Please note that applications received after that deadline **will not be considered** (no exceptions granted). We encourage applicants to apply early. Incomplete submissions will be disqualified.
- **Early December 2012:** the pre-selection committee will announce a shortlist of a maximum of fifty applicants. Shortlisted applicants may be required to provide further documentation including a detailed budget and a detailed activity plan of the project (using a template to be provided).
- **December 2012:** an international jury composed of renowned scholars, experts, and members of the BMW Group and the UNAOC will evaluate shortlisted applications.
- **Early January 2013,** top ten finalists will be notified.
- **February 27-28, 2013:** the top ten proposals will be invited to present their projects at the 5<sup>th</sup> Annual Forum of the UNAOC in Vienna, Austria. The final results will be announced during the Awards Ceremony that will take place during the Annual Forum.

## APPLICATION INSTRUCTIONS

Please send your application form, project concept and any other accompanying material such as pictures, videos or other multimedia material to [award@interculturalinnovation.org](mailto:award@interculturalinnovation.org)

You can also send it by registered mail to:

### UNAOC - BMW Group

The Chrysler Building,  
405 Lexington Avenue, 5<sup>th</sup> Floor  
New York, NY, 10174, USA

**Deadline for submissions is  
October 10<sup>th</sup>, 2012 at 5:00 p.m. ET.**

For more information, please, visit [www.interculturalinnovation.org](http://www.interculturalinnovation.org) or contact us at [award@interculturalinnovation.org](mailto:award@interculturalinnovation.org)

Only duly completed applications will be considered. All personal data provided to the UNAOC and the BMW Group is kept confidential. By signing and submitting this application form, applicants agree to the publication of his/her name, the name of the participating organization, its address and other submitted materials in the [interculturalinnovation.org](http://interculturalinnovation.org) website and any media now existing or subsequently developed, for any UNAOC-BMW Group purpose.



CAFEBABEL.COM. 2011 Winner, 3<sup>rd</sup> Place

# PROJECT CONCEPT

- Please reply to the following questions in a clear and succinct fashion.
  - Questions should be written on a Word document using Times New Roman 12.
  - In order to ensure a fair competition, maximum number of words must be strictly observed. Please write total number of words at the end of each question.
  - Please copy the question with its number before its respective paragraph.
  - For now, we only welcome applications in **English** as this is the only common language among members of the jury.
1. Describe the project in one sentence. (max. 20 words)
  2. Describe the problem(s) the project aims to address or the potential it aims to seize. Why is this project necessary? (max. 250 words)
  3. Briefly describe the main activities and initial outcomes of the project. Please provide qualitative and quantitative data that show your impact. (max. 250 words)
  4. Demonstrate how your project innovates in the promotion of intercultural dialogue, understanding and cooperation. (max. 250 words)
  5. Briefly describe how you would use the support received from the UNAOC and the BMW Group to expand and replicate the project during 2013. (max. 300 words)
  6. Why should your organization be selected as a winner of this call for applications? (max. 250 words)



THE MAYTREE FOUNDATION. 2011 Winner, 2<sup>nd</sup> Place

# APPLICATION FORM

## APPLICANT INFORMATION

<b>Family Name</b>		<b>Given Name</b>	
<b>Street and number</b>			
<b>City</b>		<b>State/Province</b>	
<b>Postal Code</b>		<b>Country</b>	
<b>Telephone</b>		<b>Fax</b>	
<b>Email</b>			
<b>Applicant's position within organization</b>			

## THE ORGANIZATION

<b>Name of the organization</b>			
<b>Main field of action</b>			
<b>Number of employees</b>		<b>Established in</b>	
<b>Location</b> (street, number, city)			
<b>Website</b> (if any)			
<b>How did you hear about us</b> (optional)			

## PROJECT INFORMATION

<b>Title</b>			
<b>Main field of action</b> e.g.: migration and integration/intercultural awareness/education for intercultural citizenship/ the role of specific groups (faith-based; women; youth; media) in promoting intercultural understanding/other			
<b>Time running</b> (in months)			
<b>Project already submitted to other UNAOC or BMW Group competition</b>			
<b>Yes</b>	<input type="checkbox"/>	<b>No</b>	<input type="checkbox"/>
<b>Date</b> MM/DD/YY		<b>Signature</b>	