

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

A partnership between

**United Nations Alliance of Civilizations & BMW Group**



**BMW  
GROUP**



# THE PROGRAMME

6:30 p.m. – 7:00 p.m.

**Cocktail reception**

7:00 p.m. – 8:00 p.m.

**Intercultural Innovation**

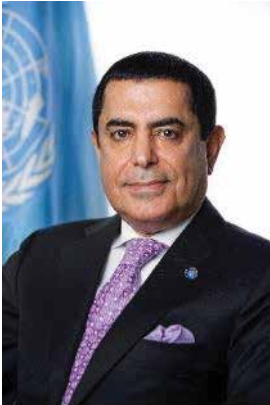
**Award Ceremony**

8:00 p.m. – 8:30 p.m.

**Performance by the**

**Azerbaijan Children Orchestra**

# FOREWORD



## **Nassir Abdulaziz Al-Nasser**

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

“Cultural diversity fosters respect, tolerance, and mutual understanding. It can bring important societal, cultural and economic benefits. Supporting grassroots organizations that are deeply committed to promoting intercultural dialogue and understanding therefore lies at the core of UNAOC’s work. That we are doing this in partnership with BMW Group is further evidence of the innovative approaches we pursue in a world where cultural identities and differences need not divide but unite us. UNAOC is more than a platform for dialogue; it is a tool at the service of the international community to prevent conflicts, especially those that are identity based. We harness multiple perspectives and determine creative solutions to move towards living inclusively together. The Intercultural Innovation Award is a unique example of this mandate and I am very pleased with the results of this public-private partnership. At UNAOC we are committed to helping these initiatives amplify their impact, locally and globally.”



## **Bill McAndrews**

Vice President BMW Group  
Communications Strategy,  
Corporate and Market Communications

“This partnership has really grown – in fact, the number of beneficiaries has nearly tripled and the number of countries impacted by the grassroots initiatives supported through the award has more than doubled since beginning our cooperation with UNAOC. It is an honor to work so closely with this global organization and we take great pleasure in seeing such admirable, innovative initiatives thrive. In the past five years, we have enjoyed outstanding results with our approach – the awardees, UNAOC and the BMW Group alike have all benefited from our shared commitment. In our centenary year, the BMW Group is particularly emphasizing our focus on the future and innovative solutions to the challenges of tomorrow. It is with great pleasure that we, together with UNAOC, foster the development of initiatives that share our pioneering spirit. As we look ahead, we are very pleased to move forward with this strong partnership to continue making a profound, positive effect on society, together.”



## THE BLESSING BASKET

Artisan&You®

The Blessing Basket Project believes that peace begins with human connection. That belief led to Artisan&You®, the world's largest artisan engagement technology.

Artisan&You has created more than 147,000 intercultural exchange opportunities for more than 3,000 artisans in seven developing countries, and is on pace to create 50,000 more before the close of 2016.

This innovative technology places an artisan card bearing the face of the artisan on the very product they made. The artisan card contains a unique code which enables customers to go on line, meet their artisan, write their artisan letters, and follow them on their journey out of poverty. The letters are quickly translated to the artisan in the developing world. The artisans' response is translated on the spot and the letter then sent back to the customer creating true human connection and replicable cultural exchanges.

Artisan&You breaks down stereotypes associated with race, religion, and gender and instead enables people to meet each other as mothers, sisters and brothers and share culture in a safe and empowering way. Artisan&You is also setting new transparency standards for consumers who purchase hand crafted goods while creating very personal buying experiences.

[www.blessingbasket.org](http://www.blessingbasket.org)



**Theresa Carrington**

Founder & CEO

Theresa Carrington will tell you The Blessing Basket Project® is simply her way of paying forward what others have done for her in her life. Having grown up in the heart of rural America, Theresa believes her experiences as a poor adopted kid have uniquely equipped her to serve people in developing countries. Theresa's innovative approach to ending poverty through empowerment, respect, and entrepreneurship resulted in The Blessing Basket Project's highly effective Graduate from Poverty® and Prosperity Wages® models. Theresa started The Blessing Basket Project in her basement in 2004 and today the organization successfully serves 3,000 artisans across seven developing countries.







## THE COEXIST INITIATIVE

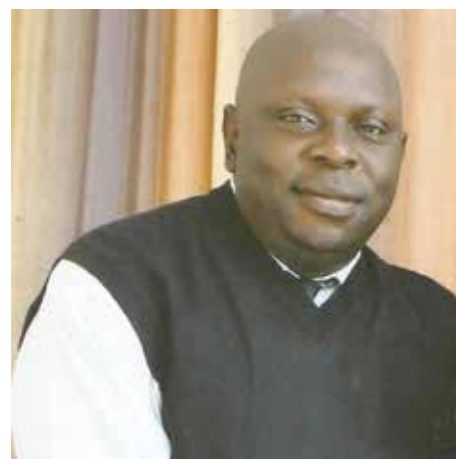
### Girls Education Promotion Program

The Coexist Initiative promotes primary school enrolment and retention of girls in the Daadab and Kakuma refugee camps by engaging men, boys and communities to address the complex socio-cultural barriers that continue to impede girls' education. The camp comprises of refugees from Uganda, Ethiopia, Democratic Republic of the Congo, Rwanda, Burundi, South Sudan and Somalia.

Girls in these camps are challenged by the time-honored customs of their diverse communities, particularly on the issue of male dominance and the traditional roles of women. The prejudice against girls in refugee settings is not about race or ethnicity, but rather about gender and sexuality.

Too often, initiatives seeking to achieve gender equality and female empowerment sideline or narrowly define the role of men. Using strategies such as community assessments, outreach and awareness-raising through media and other local information channels, the program reaches its objectives by encouraging men and boys to be champions for girls' education.

[www.coexist.co.ke](http://www.coexist.co.ke)



**Wanjala Wafula**  
Founder & CEO

Wanjala Wafula is a seasoned professional journalist and author. He left journalism and founded the Coexist Initiative in 2005, following the sexual abuse and murder of his twin sister. To Wanjala, violence against women and girls is deeply embedded in **culture** and molded **by** customs, religion and poverty. Over the years, he has struggled to counter cultural norms through ensuring the right to education for girls and women. The Coexist Initiative has established itself as a pioneer in promoting gender transformation and advancing human rights, by targeting men and boys as its key cluster.





## GIVE SOMETHING BACK TO BERLIN E.V.

### Give Something Back To Berlin

Give Something Back To Berlin (GSBTB) is a project platform and network facilitating neighborhood volunteer work for the growing group of non-German speakers. The community of skilled volunteers from over 50 nationalities are active in vibrant projects and collaborations throughout the city. This engagement is challenging current discourse in Germany between newly arrived and established communities; building positive outcomes.

GSBTB creates tools for community integration bringing expatriates, German locals and vulnerable groups such as refugees together. Through this extensive grassroots initiative, meeting points are created for communities that would otherwise naturally stay isolated from one another. This concrete "think global, act local" program showcases everyone's capacity to contribute regardless of passport, status, language or time spent in the country.

This prize-winning approach is being established as best practice in Europe and beyond. Within the epicenter of the global conversation on integrating the largest movement of people ever, GSBTB has a unique opportunity to build a new culture of living-together.

[www.givesomethingbacktoberlin.com](http://www.givesomethingbacktoberlin.com)



#### Annamaria Olsson

Founder

Annamaria Olsson moved from Sweden to Berlin in 2008 to study and work as a journalist. New to the country she started considering the issue of integration particularly in regards to the history and future of diverse cities and communities. Her own migrant experience, increasing incidents of xenophobia in Europe as well as what felt like few positive and solution-based ways of dealing with different types of migration sparked her to initiate GSBTB which she now runs with her intercultural team. Annamaria has 10 years of experience with managing NGOs and is also a published author.





## INTERNATIONAL COUNCIL FOR CULTURAL CENTERS

### Bakers without Borders - Game and Network

The Bakers without Borders - Game and Network project is about replicating the seven-year long experience of the Bread Houses Network with community bread-making events as tools for intercultural dialogue and community cohesion, across more than 20 countries on five continents.

"Bakers without Borders" is an interactive, non-competitive board game which is the first to present real cultural anthropology in the format of a game for people of all ages and backgrounds. The game includes 3 sub-games in the form of three booklets – "Play Theater of Crumbs", "Build a Bread House", and "Become Bakers without Borders". Playing the game helps people unite in community bread-making events mixed with artistic activities. They experience creative brainstorming sessions on social problems, social entrepreneurship, and the transformative exchange of personal stories or dreams linked to cultures around the world.

The project supports the adaptation of the game into Spanish and French, in addition to its availability in German. It will be distributed in at least four new countries where cultural cohesion is needed. The project also includes promotion and creation of the Bakers without Borders network, a global interactive online platform for sharing and communication between individuals, communities, NGOs, bakeries and social enterprises from all over the world.

[thegame.bakerswithoutborders.net](http://thegame.bakerswithoutborders.net)



#### Zdrava Vodenicharova

Project Coordinator

Zdrava Vodenicharova is a Project Coordinator in the Bread Houses Network. She is experienced with advocacy, networking and in social and educational projects. Zdrava also has experience with providing services for vulnerable groups such as children and families at risk, people with disabilities and refugees fleeing conflict zones. As a "player" in the "Bakers without Borders" game, Zdrava believes that the involvement of different groups in one common mission such as community bread-making, is a valuable and intriguing way to unite people and achieve positive and sustainable change.





## ON OUR RADAR

### From the Margins to the Front Page

Everyone should benefit from the right to speak and be heard on the matters that affect their lives. While ICT is developing rapidly, much of the world remains offline and those who are most vulnerable are least likely to have the means to share information.

On Our Radar is a communications platform for unheard voices. Built for offline and excluded communities, it harnesses SMS as a means for groups and individuals to converse and connect with the public, private and third sectors. At the heart of the approach is a focus on dialogue as a way of promoting insight and cultural awareness. Trained community reporters use SMS as a micro-reporting tool to share news, concerns and perspectives, in real time, with stakeholders working in governance, media, research, development and public services. Stakeholders are given access to the reports via an online dashboard which they can use to respond or ask questions to fix problems, guide decision-making and increase public understanding.

The system has built bridges between councils and remote villages, connected media with communities in crisis and provided insight into health and development. In Sierra Leone, the platform was used by communities affected by Ebola who used SMS to develop social media stories and features for global press about what they were experiencing.

[www.onourradar.org](http://www.onourradar.org)



#### Libby Powell

Founder & CEO

Libby Powell launched and ran On Our Radar from her bedroom in 2012, before she was joined by a brilliant group of journalists, software engineers and development workers who had a shared interest in finding solutions to bridge the world's most complex communications challenges. Having worked as a journalist and on development projects in the Middle East, Libby had won recognition for her writing but felt the media industry could be extractive and the development sector could be better informed by the communities it served. On Our Radar has grown up from a shared belief that everyone has the right to speak and be heard, and that listening to vulnerable communities makes society more effective.







## RED DOT FOUNDATION

### Safecity

Safecity aims to make public spaces safer and equally accessible to all, especially women and girls, through crowdsourced data, community engagement and institutional accountability.

Started in India during December 2012, Safecity has encouraged women and girls to document their experiences of sexual violence and abuse in public spaces. This data, which may be collected anonymously, is collated as location based trends and visualized on a map as hotspots. These general trends can be used by individuals to make better informed decisions about their safety, communities to demand better services from institutional providers regarding their safety and police for smarter vigilance.

To date, Safecity has over 8,500 personal stories from India, Nepal, Kenya and Cameroon making it the largest crowd map on this topic.

The team at Safecity believes that violence against women is a societal issue and that by documenting these experiences, one is providing a voice to women and girls whilst bringing this issue into the public domain thus forcing collective action. For women and girls to fully participate in society it is important that they are safe and are able to access and navigate public spaces freely.

[www.safecity.in](http://www.safecity.in)



**ElsaMarie D'Silva**

Founder & Managing Director

ElsaMarie D'Silva is the Founder and Managing Director of Safecity. The outcry over a gang rape in New Delhi during December 2012 propelled ElsaMarie to start Safecity along with some friends. She quit her aviation career of 20 years to concentrate on making the issue of sexual violence in India more visible. Under her leadership, Safecity is now a registered organization, working with partners in three countries other than India and has impacted over 100,000 people. She continues to tirelessly work for women's rights and creating an environment for young girls to achieve their potential.





## ROUTES 2 ROOTS

### Student Exchange Program

Routes 2 Roots has been promoting people to people contact between India and Pakistan since 2004 through cultural activities such as art, theatre, music and festivals. Although India and Pakistan share boundaries, similar histories and cultures, misconceptions between the two nations have contributed to growing tensions.

The Student Exchange Program is a unique project initiated by Routes 2 Roots since 2010. It has connected over 12,000 students aged between 9-14 years from 37 schools across seven cities of India and Pakistan. In this year-long program, children are connected through the activities of writing letters to each other followed by postcards, collages, audio and video recordings that share oral histories of pre-partition thereby eliminating misunderstandings about each other's cultures. This engagement enables the students to ask each other questions about their hobbies, festivals, historical monuments, food, schools and sports thus discovering common interests.

At the end of the year, select children and teachers from each school are taken to visit their partner schools, see places of historical interest and directly experience the other culture. These children, who will be the leaders and decision makers of tomorrow, are empowered by experiencing the trust that they have cultivated themselves.

[www.routes2roots.com](http://www.routes2roots.com)



**Rakesh Gupta**

Co-founder

Born in New Delhi, Rakesh Gupta started his career in the family business while he was still pursuing his higher education. However, his keen interest in community service and development took him beyond the world of business at a very early age. Even as he became a key member of the leading trade bodies of the country, he co-founded the NGO Routes 2 Roots in 2004 primarily to bring world culture on one platform and at the same time enhance people to people contact for peaceful co-existence. His unstinted faith in the power of culture to bring about global peace has made Routes 2 Roots one of the leading peace and cultural organizations of India.

*Routes 2 Roots*





## SHINE A LIGHT

### CanalCanoa

CanalCanoa emerges from the wealth of indigenous people: their knowledge and care for nature, their understanding of traditional medicine, their perspective on family life and commitment to equality. Digital media leverages these cultural riches into a truly egalitarian intercultural dialogue.

Indigenous children of the Amazon enjoy riches unthinkable to many kids in the developed world: the liberty to explore the jungle and experience science-as-curiosity, the joy of collective play as they swim and fish in the river, the chance to learn side by side with their parents as they paddle, hunt, and garden together. Indigenous children also enjoy strong intergenerational families and profound relationships with grandparents, aunts, and uncles. These older relatives offer a connection to stories and to their history, by way of myths told by their grandparents.

With CanalCanoa, indigenous children teach these virtues and stories to children around Brazil and around the world. In the process, they come to recognize and value their own knowledge, so that they can engage with the world as equal partners in an intercultural dialogue. As children teach others, they develop the foundation for a future based on lasting respect and curiosity.

[www.shinealight.org](http://www.shinealight.org)



**Rita de Cácia Oenning da Silva**  
Executive Director

A year before Rita de Cácia Oenning da Silva was born, her family lost its land and had to move to the poor slums in town. Even as a teenager, she was active in politics, making her way to university on scholarship. She worked for several years as an actress and activist before receiving a PhD in anthropology, studying how street kids and indigenous children connect with people from other worlds. Her recent work includes a feature film with child soldiers in Colombia and, an internet-based news channel by and for favela youth, and documentaries and fictional films with indigenous groups around Latin America.







## SINGA

### SINGA KIWANDA

SINGA is an international community connecting refugees and local citizens of their host society around passions and projects. The organization creates tools and spaces to meet, interact and build a successful society together.

The SINGA incubator, named KIWANDA, supports refugees to begin their own business or social venture, through providing local knowledge, network and resources.

SINGA focus on a desirable future where refugees are recognized as resourceful individuals bringing ideas, skills and experience to their host society.

[www.singa.fr](http://www.singa.fr)



**Guillaume Capelle**  
CEO

Guillaume Capelle is a globe trotter. He worked in various countries for private companies, Amnesty International and the French Institute for International Relations before he co-created SINGA in 2012.





## UNISTREAM

### Educating Tomorrow's Leaders Today

Educating Tomorrow's Leaders Today is an innovative program that encourages and promotes intercultural dialogue and understanding between Muslim Arabs, Jews, and Christian Arabs from resource scarce communities who typically lack opportunities to interact. The program utilizes the powerful tools of educational and entrepreneurial platforms to create real connections between participants.

The rationale behind the program is that socio-economic mobility is a peace builder. By equipping unprivileged teens from diverse, marginalized populations with a practical toolbox of business skills, networking experience and the ability to successfully interface with members of other groups, Unistream promotes the full inclusion of socio-economically disadvantaged Arab- and Jewish-Israelis into Israeli society in general, and the work force in particular.

The program creates a rare platform for effective intercultural dialogue, builds inclusive society and prevent conflicts that are identity based.

[www.unistream.co.il/en/](http://www.unistream.co.il/en/)



#### Hen Ben Saadon

Director of Development and Business Relationships

Hen Ben Saadon is Director of Development and Business Relationships at Unistream, where he also serves on the board of directors. Hen holds a B.A. in Political Science and Communication. He has worked in several positions at Unistream, most recently managing projects in the field of online technology. Hen has years of experience in the Israeli startup ecosystem, and truly believes that by developing entrepreneurship it is possible to change people's lives.





**GIV**





**WE SOMETHING  
BACK TO BERLIN**



**ON OUR  
RADAR**



**SINGA**  
France

**unistream**  
Life Changing Entrepreneurship

# THE INTERCULTURAL INNOVATION AWARD

The United Nations Alliance of Civilizations (UNAOC) and BMW Group have pooled their expertise in intercultural matters to form a long-term partnership aimed at fostering understanding and peace across cultural and religious borders. The Intercultural Innovation Award is unique in that it introduces a new form of partnership between the private sector and the UN. The award selects and supports the most innovative grassroots projects that encourage intercultural dialogue and cooperation around the world. The most outstanding projects receive prize money as well as support and mentoring from the BMW Group and UNAOC. With the award, the partners aim to strengthen the projects' effectiveness and encourage their adaptation to other contexts. Project support is customized based on the individual and specific needs of award recipients.

✉ [award@interculturalinnovation.org](mailto:award@interculturalinnovation.org)

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

📘 [www.facebook.com/iiaward](https://www.facebook.com/iiaward)

🐦 [www.twitter.com/iiaward](https://www.twitter.com/iiaward)

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