



Interview with BMW Group's Konstanze Carreras



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BMW creates award for intercultural commitment: An interview with BMW Group's Konstanze Carreras

BMW has created an Award for Intercultural Commitment. Can you tell us about it?

Intercultural learning has been an important element of the BMW Group's social activities for more than a decade. The Group's activities in this area, targeting adults and young people, currently include two core programmes launched together in 1997: the BMW Group Award for Intercultural Understanding and the LIFE collection of intercultural learning materials. Since 1997 more than 40 prizes have been awarded by internationally renowned BMW Group Award for Intercultural Learning. The Award rewards new ideas and exemplary projects that address intercultural commitment and make an innovative contribution to international understanding.

Why is BMW involved in promoting cultural understanding?

Dealing with multinational cultural contexts has become a regular way of life for many people. Promoting understanding between different cultures, languages, religions and nations has always been a challenge to our society. It will therefore continue to be an important goal for international corporations to encourage individuals and institutions worldwide who provide these impulses towards tomorrow's open society. The efforts of the BMW Group are a part of a sustainability strategy to concentrate on long-term solutions in order to shape the future of our society, children and young people.