

Introducing “The Indifference Challenge.” A global competition to find and support innovative projects fighting indifference to discrimination. Open Call for Proposals begins on January 26th at IndifferenceChallenge.org in honor of tomorrow’s Holocaust Memorial Day.

“What culminated in the Holocaust began with seemingly inconspicuous forms of discrimination. The hard truth is – bystanders facilitate discrimination and that is exactly what hatred needs to grow,” says Piotr M. A. Cywiński, chairman of the board of the Auschwitz Pledge Foundation.. *“The problem we are facing is present here and now, and it **will only get worse if we don’t act**. The education system, media environment, and popular culture fail to teach about the dangers of indifference to casual discrimination. We want to change this.”* Thus, the Auschwitz Pledge Foundation has created The Indifference Challenge – a new global competition to find and support innovative projects designed to diminish indifference.

Winners of The Indifference Challenge will be awarded with up to € 30 000 to carry out their proposals for innovative projects fighting indifference to manifestations of discrimination, especially **racism, antisemitism, misogyny, as well as discrimination against migrants and refugees, and LGBTQIA+ people.**

The Challenge targets **innovators and non-governmental organizations, universities, startups, companies, public institutions, religious associations or informal groups** from all over the world.

*“We want to invite young creatives, scientists, and anyone who refuses to accept indifference around them to participate in **the Indifference Challenge**,”* says Marta Czaputowicz-Barańska, the Foundation’s Program Director. *“We know that there are a number of ideas and projects that could have an impact and diminish indifference to discrimination. We want to help develop and scale up those initiatives,”* she adds.

The Indifference Challenge is organized by the Auschwitz Pledge Foundation with strategic partners BNP Paribas France and BNP Paribas Poland. The initiative is also supported by the Auschwitz-Birkenau Foundation, GonnaBe, and Shipyard Foundation (Fundacja Stocznia).

“Indifference is a major problem in our social and political reality. We know that in many countries, discrimination of different groups is on the rise and we fail to reverse this trend,” says Jacek Kastelaniec, Director General of Auschwitz Pledge Foundation. *“We aim to make indifference a topic of public conversation as well as a target of tangible action,”* adds Kastelaniec.

Over time, **the Auschwitz Pledge Foundation plans to create a movement of people and organizations against indifference and hatred, as well as a platform for incubating projects that bring about real change in attitudes and behaviors.**

The Foundation Council consists of established experts – the honorary Chairman of BNP Paribas Polska Supervisory Board **Józef Wancer**, former German Minister of Education and Technology and former Minister President of North Rhine-Westphalia **Jürgen Rüttgers**; , Executive Director of The March of the Living **Aaron Tamir**, CEO of KD Bank **Ekkehard Thiesler**, Chairman of Auschwitz-Birkenau Foundation **Marek Zajac** and co-founder and CEO of Exempt From Theory Foundation (Zwolnieni z Teorii) **Paula Bruszezwska**.

More information can be found on the organizer's website at IndifferenceChallenge.org.

Contact information:

Jacek Kastelaniec

Tel. +48 608 682 555

communication@auschwitzpledge.org

IndifferenceChallenge.org

Indifference Challenge

Strategic Partners:

[BNP Paribas France](#) and [BNP Paribas Poland](#)

Partners:

[The Auschwitz-Birkenau Foundation](#)

[Shipyard Foundation \(Fundacja Stocznia\)](#)

[GonnaBe](#)