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## GLOBAL CENTRE FOR PLURALISM GIVES HONOURABLE MENTION TO BEANOTHERLAB FOR THE 2017 GLOBAL PLURALISM AWARD

### INTERNATIONAL ORGANIZATION RECOGNIZES SPANISH ORGANIZATION FOR ITS WORK TO PROMOTE UNDERSTANDING AND EMPATHY THROUGH VIRTUAL TECHNOLOGY

**OTTAWA– October 3, 2017** – Working with cultural and educational institutions around the world, [BeAnotherLab](http://BeAnotherLab.com) strives to reduce bias and promote empathy through virtual reality technology that creates the illusion of being in another person’s body and seeing the world through their eyes. The [Global Centre for Pluralism](http://GlobalCentreForPluralism.org), an international research and education organization dedicated to advancing respect for diversity around the world, has recognized BeAnotherLab with an honourable mention for the [2017 Global Pluralism Award](http://2017GlobalPluralismAward.com).

“Much of the division we experience within societies is due to a lack of understanding of another person or group’s perspective,” said John McNee, Secretary General of the Global Centre for Pluralism. “By using virtual reality, BeAnotherLab has created an opportunity for individuals to experience what it is like to see the world as someone else. Their work is making a cutting-edge contribution to exploring the role that technology can have in preventing conflicts and, more broadly, increasing acceptance of one another.”

The group’s Machine to Be Another has been applied to many different aspects of life such as art, conflict resolution, scientific research, social issues, healthcare and education, and used in public spaces in over 20 countries. With the help of Oculus Rift Headsets, first-person camera, and synchronized movements, participants can experience life from many different perspectives including living with physical disabilities or as a different gender.

BeAnotherLab uses virtual reality technology to create content - what they call “embodied storytelling” - and to engage with different audiences to create encounters between communities in conflict. Their current focus is the Library of Ourselves, a long-term project that helps participants better understand themselves by understanding others.

The Global Centre for Pluralism, founded by His Highness the Aga Khan and the Government of Canada, will recognize BeAnotherLab, along with six other honourable mentions and three winners, Daniel Webb of Australia, Alice Wairimu Nderitu of Kenya and Leyner Palacios Asprilla of Colombia, for their commitment to building more inclusive societies on November 15<sup>th</sup>, 2017 at the Global Pluralism Award Ceremony in Ottawa, Canada.

### **About the Global Centre for Pluralism**

Founded in Ottawa by His Highness the Aga Khan in partnership with the Government of Canada, the Global Centre for Pluralism is an independent, charitable organization. Inspired by Canada’s experience as a diverse and inclusive country, the Centre was created to advance positive responses to the challenge of living peacefully and productively together in diverse societies.

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### **Award Winners:**

[Leyner Palacios Asprilla](#), Comité por los Derechos de las Víctimas de Bojayá, Colombia  
[Alice Wairimu Nderitu](#), Centre for Humanitarian Dialogue, Kenya  
[Daniel Webb](#), Human Rights Law Centre, Australia

### **Honourable Mentions:**

[ATD Quart Monde](#), France  
[BeAnotherLab](#), Spain  
[Fundación Construir](#), Bolivia  
[Hand Talk](#), Brazil  
[Sawa for Development and Aid](#), Lebanon  
[Wapikoni Mobile](#), Canada  
[Welcoming America](#), United States