

News Release

Hyundai Motor and UNDP's 'for Tomorrow' Project Wins Media Category at 2023 SXSW Innovation Awards

- The Media category award recognizes outstanding projects, products and creative endeavors that advance innovation and improve communication
- 'for Tomorrow' is an open innovation platform providing inventive social solutions and accelerating the progress of the UN's Sustainable Development Goals (SDG)

Dubai, March 26, 2023 – Hyundai Motor Company and the United Nations Development Programme (UNDP)'s 'for Tomorrow' project took the top honor in the Media category at the 2023 South by Southwest® (SXSW®) Innovation Awards this week in Austin, Texas. SXSW Innovation Awards' Media category, which is new for 2023, recognizes outstanding projects, products and creative endeavors that advance innovation and improve communication.

Launched in 2020 by Hyundai Motor and UNDP, 'for Tomorrow' is a bottom-up open innovation platform providing inventive social solutions and accelerating the progress of the UN's Sustainable Development Goals (SDG). Since its launch, the project has presented 84 solutions by innovators from 52 countries and has been recognized for its global impact.

"We are thrilled that the South by Southwest® Innovation Awards jury has recognized 'for Tomorrow' for advancing innovation and improving communication," said Sungwon Jee, Senior Vice President and Global Chief Marketing Officer at Hyundai Motor Company. "The project's success in fostering grassroots solutions around the world has far exceeded our expectations and is inspiring more global citizens to take notice of the movement's value to humanity."

Learn more about the 'for Tomorrow' initiative on fortomorrow.org or watch the documentary film on the ['for Tomorrow' YouTube channel](#). And check out [@fortomorrow2030](#) on Instagram to find out more about how we're uniting the world for sustainability.

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About Hyundai Motor Company



Established in 1967, Hyundai Motor Company is present in over 200 countries with more than 120,000 employees dedicated to tackling real-world mobility challenges around the globe.

Based on the brand vision 'Progress for Humanity,' Hyundai Motor is accelerating its transformation into a Smart Mobility Solution Provider.

The company invests in advanced technologies such as robotics and Urban Air Mobility (UAM) to bring about revolutionary mobility solutions, while pursuing open innovation to introduce future mobility services.

In pursuit of sustainable future for the world, Hyundai will continue its efforts to introduce zero emission vehicles equipped with industry-leading hydrogen fuel cell and EV technologies.

More information about Hyundai Motor and its products can be found at:

<http://worldwide.hyundai.com> or <http://globalpr.hyundai.com>

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