



## water & sanitation

Department:  
Water and Sanitation  
REPUBLIC OF SOUTH AFRICA

### INTERNET ARTICLE

#### **BMW Group encompasses a long-term sustainability approach to communities**

23 July 2016

The BMWi stands for vision, exceptional innovation and a new interpretation of premium that is strongly defined by sustainability.

According to the Bavaria Motor Works (BMW) Group, with the BMWi, the company takes an all-encompassing approach to long-term sustainability including continuity within communities.

With this core focus, BMW South Africa commemorated the Nelson Mandela Day with a water conservation campaign called #BMWiStopthedrip.

I believe that is why the late former President of South Africa Nelson Mandela would be a happy person today, to notice that all fellow countrymen, especially business, are working together to make sure that all people have access to basic water supply.

This was the message that came out loud and clear during a joint commemoration of the Nelson Mandela Day by motor manufacturing group, BMW South Africa, Department of Water and Sanitation (DWS), Department of Defence (DoD) and the Tshwane University of Technology (TUT) event held at the Filadelfia Secondary School in Soshanguve, west of Pretoria on Friday, 22 July 2016.

The event was a special occasion held to educate and create water saving awareness and also pinpoint career opportunities in water to learners with disabilities. The theme of this event was titled #BMWiStopthedrip.

The motor group says the campaign aims to address the national water losses due to dripping taps in private homes and public places such as schools. "With innovation and passion at the heart of this campaign, BMW South Africa introduced an innovative water saving device called the Aqua Trip into the Filadelfia Secondary School, a boarding institution for disabled learners in Soshanguve, Pretoria," noted the motor car group.

The BMW motor group stressed that its core focus for this venture was to commemorate Mandela Day with a water conservation campaign called the #BMWiStopthedrip. "Like many countries in the world, South Africa is dealing with growing water challenges. The solution to this water crisis is not simple. Together we can conserve this precious resource," their statement read.

DWS' Assistant Director Jan Mabena advised the learners to make sure they saved water for future generations while the TUT management spoke about water careers' programmes being taught at the institution.

**Ike Motsapi**