


# IT'S TIME TO DRIVE-IN NEW BEGINNINGS



## W2+

DRIVE-IN

Brought to you by  NEDBANK  
CIB

W2+Programs

# W12+ DRIVE-IN

Hosting the W12+ Drive-in had special significance this year; firstly, it was the "World's First Socially Distanced Convention", and secondly, we had to overcome a significant challenge to ensure a safe and special environment in these times of the threat of COVID.

We were embarking on a new journey with the advent of the novel coronavirus. As expected, it changed the landscape of the event, water, and business world and has had major impacts on our incomes, our way of conducting business, and our way of life.

It's safe to say that this has been not just a destructive and disruptive event, but a seminal one as well; in the midst of significant challenges, there are always opportunities. Innovative thinking prompts new avenues and solutions. The main question we asked ourselves was, "How to congress during Covid-19?".

We discovered and continue to discover, new ways of doing business and events, and this experience has opened our eyes to how indeed small the world is and has necessitated that we find ways to be close to each other and maintain contact, despite physical distance limitations that the virus has forced upon us. We've found new ways of communicating and utilized existing methods in new ways. In short, we are turning challenges into opportunities.

This is why I personally am very proud of the all-new Drive-In business congress opportunity. My additional praise and gratitude goes to the 40+ volunteers that assisted us in having a safe and fun experience.

There will be more interaction and communication in the coming months with further opportunities for partnerships and water leadership; I'm looking forward to them.



RENE FRANK  
W12+ CHAIRMAN





# Event Vision

To complement the reputation of Cape Town as a world leading event hosting city, by creating high energy events within business and the water sector, as the number one water saving city worldwide.

Provide quality entertainment and activities for visitors and locals, in order to attract a broader range of participation globally, even in these difficult COVID-19 times.

Develop a unique environment for investors and businesses and encourage their interaction with local and wide stakeholders and provide additional income and job opportunities for the struggling event industry.

To drive dialogue, partnerships, and solutions to new levels, ultimately enhancing the uptake of sustainable and resilient water projects in cities across the globe through other W12+ Programs including the W12+ Online Database and W12+ Hubs.

To be recognized worldwide as one of the premier water movements.

# Media and Marketing

*Avenues of Communication – to spread the word:*

## W12+ Press Releases

Distributed to media

## W12+ Partners Press Releases

Distributed to media which maximized exposure

## W12+ Partners

Sharing event information with their colleagues/clients

## W12+ Communication

Shared with Embassies, Chambers of Commerce & Water Networks

## W12+ Direct Emails

SOS & Ecociv relationship contacts

## W12+ Dedicated Newsletter

Our database of 10 000+ water community

## W12+ Inspirational Video

Created with local Jeremy Loops to create anticipation & excitement

<https://www.youtube.com/watch?v=cSfSlOfrJxo&feature=youtu.be>

## W12+ Promotional Video

Created to showcase the exciting new concept of W12+ Drive-in

<https://www.youtube.com/watch?v=o-2DfXC5ZZw>

**50+**  
**COUNTRIES**  
ENGAGED WITH THE  
**W12+ PROGRAM**  
OVER THE LAST 90 DAYS



*The likelihood that guest  
will attend again is 96%*



**100% OF THE GUESTS**  
USED REUSABLE PRODUCTS BOTH FOR  
FOOD AND DRINKING PURPOSES

**96**  
**CARS**

OVER 4 HOURS



COVID-19 RESTRICTED



**17.000**

Cumulative global  
audience



**MORE THAN R1MILLION**  
**INVESTED IN THE**  
**W12+ DRIVE-IN PROGRAM**



*99% of the guests agreed that  
the event showcased a new and  
innovative way of convening in  
these COVID times*



*"We welcome the innovative measures  
taken by the W12 Programs and fellow  
sponsors to ensure that the spotlight  
remains firmly focused on water,  
despite the challenges of our times."*

REDEEM NGADZE - NEDBANK CIB

*"W12+ works for a water optimized world,  
just like Dupont Water Solutions."*

KIMBERLY KUPIECKI - DUPONT

*"We at UNESCO IHP work to expand the  
acceptance of water cultures, W12 + programs  
are a perfect partner to achieve this."*

FADI COMAIR - UNESCO IHP

*"The future of water is something we  
can solve, but we have to collaborate across  
all sectors - The money is here!"*

RASHAD SHAWA - IWB



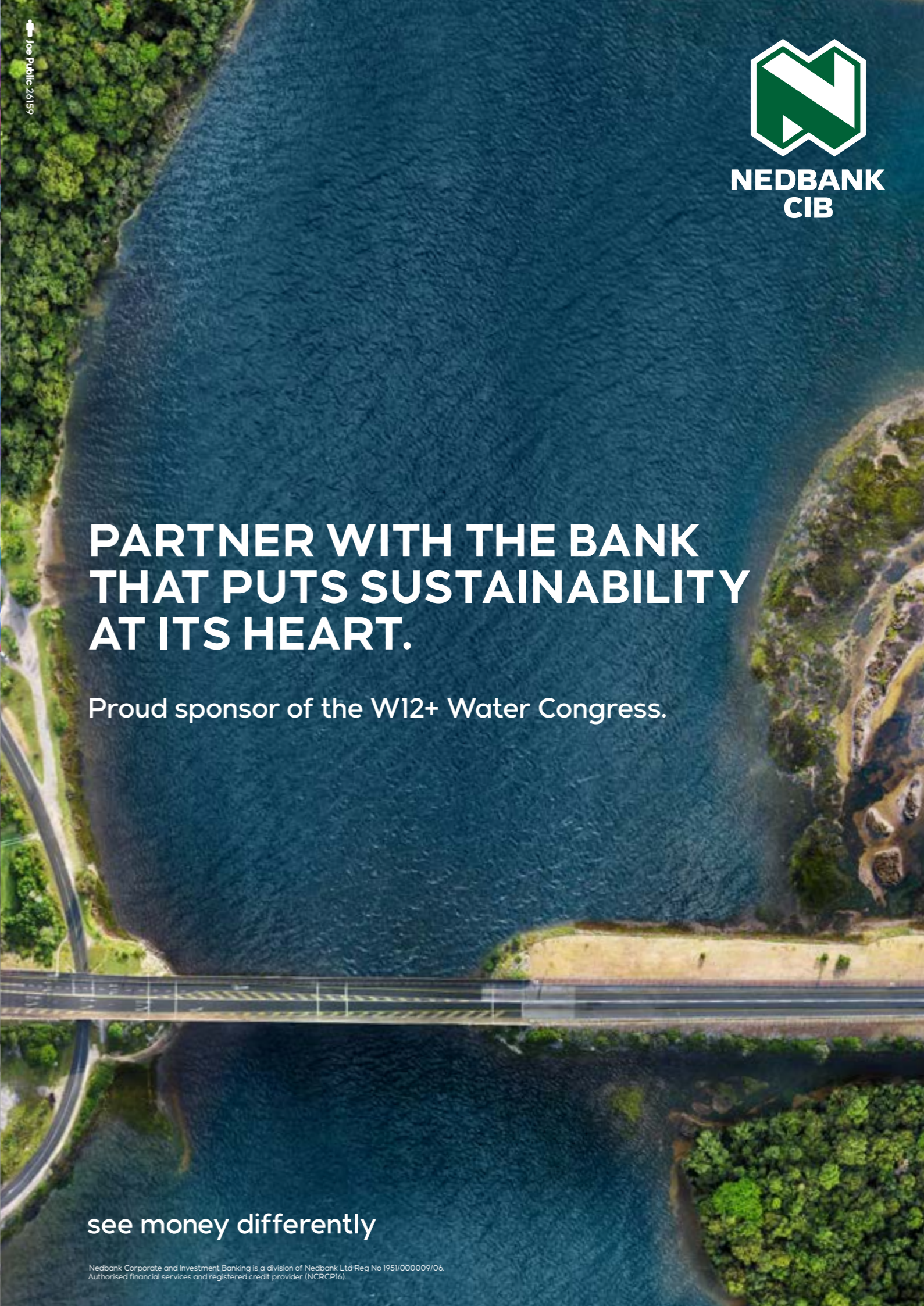
DRIVE-IN  
PARTNERSHIPS

Jibu

L'EAU



DRIVE-OUT  
HARDSHIPS



NEDBANK  
CIB

PARTNER WITH THE BANK  
THAT PUTS SUSTAINABILITY  
AT ITS HEART.

Proud sponsor of the W12+ Water Congress.

see money differently

Nedbank Corporate and Investment Banking is a division of Nedbank Ltd Reg No 1951/000009/06.  
Authorised financial services and registered credit provider (NCRCP16).

# WATER SOLUTIONS BY THE WORLD'S GREATEST MINDS



**50+**  
PARTICIPATING COUNTRIES

# SECURED RADIO INTERVIEWS AND TV COVERAGE



Smile FM is a bilingual radio station that offers entertainment, information and inspiration to the Metropolitan audience of Cape Town.

**189,000**  
*Listenership*



Heart FM is Cape Town's No.1 leading commercial radio station. Radio audience in Cape Town and the immediate surrounding areas.

**408,000**  
*Listenership*



Good Hope FM is Cape Town's leading music-focused, interactive, lifestyle radio station. An SABC commercial radio which has been broadcasting live since 1965.

**468,000**  
*Listenership*



5 FM Broadcasts nationwide. An entertainment powerhouse offering the most popular contemporary music & entertainment.

**866,000**  
*Listenership*



Cape Town's No.1  
News and Talk Station.

**73,000**  
*Listenership*

**2,004,000**  
*Total Reach*



e.tv is South Africa's biggest independent and free-to-air television channel. Established in 1998, the channel has been in existence for over two decades and appeals to all races, genders, ages and income groups. As the most viewed English channel in the country, we are the destination of choice for local and international entertainment; the ultimate home of great stories.

**1 058 808**

*eNews and OpenNews Audience*

# MAGAZINES AND NEWSPAPERS



W12+ Magazine partner, Tribe Business Magazine is a fresh and authentic content driven publication that is creating a strong community of innovative, creative and strategic thinkers who are actively involved in shaping the next era of business, innovation, design, disruption, living trends and productivity. Distributed with a specialist print distribution of 12 000 copies and a 'Tribe Network' of 760 000 digital distribution.

*Tribe Business Magazine Show will be airing on DSTV and in Africa and Middle East and Europe in Q1 2021.*

<https://tribebusinessmagazine.co.za/>

[https://issuu.com/tribemagazine.com/docs/tribe\\_issue\\_4](https://issuu.com/tribemagazine.com/docs/tribe_issue_4)

*The Drive-in event was published in several national newspapers over the 3 month period*

## ■ DRIVE-IN SUMMIT

### Residents lauded for water-wise behaviour

MWANGI GITAHU  
mwangi-gitahumini.co.za

THE behavioural change in water consumption that has taken root in Cape Town since the 2018 Day Zero crisis has been celebrated during a first of its kind "drive-in" water business event in Camps Bay.

Cape Town's Day Zero experience provided an opportunity for speakers from the event to share their perspectives and experiences regarding the supply of water.

Chairperson of the City's special water and waste portfolio committee Clive Justus said: "Fortunately this year the Western Cape has received above-average rain. Also the continuous water wise use of the resource by all its consumers has helped alleviate the city's drought stress and replenish the dams to their former glory."

"Cape Town's reservoirs have topped out at 100% for the first time in six years, a magnificent change in the Mother City compared to where things stood just two years ago in 2018 when we were on the precipice of becoming the world's first major metropolitan area to run out of water."

Justus added: "Currently consumers in Cape Town use about 700 litres per day, meaning behavioural change has taken root in Cape Town and its citizens are no longer facing that awful



CAPE Town had a first-of-a-kind conference – a "drive-in" water business event – in Camps Bay last week.

Day Zero again."

Attending the event online, Premier Alan Winde said: "I'm coming to you digitally as I cannot be there with you physically. The W12+ drive-in experience is innovation at its best."

"The message is amazing and of course the ability to bring people together in this format, safely while we are growing our economy after flattening the curve of Covid-19 in the

province is amazing."

Founder and president of Water for South Sudan Salva Dut said: "If we don't take care of the precious water we have in this world we will not be existing in this world we have today."

"Water is going to be a security threat sooner than later. Ethiopia and Egypt are inching closer to war right now over water. This is something we should be paying attention to as it will

affect us all."

Dut was one of the 17 000 "Lost Boys of Sudan" who fled their villages when war ravaged the country between 1983 and 2005. Consul general of the The Netherlands in Cape Town, Sebastian Messerschmidt, described the event as, "An international water conference with Covid-19 proof drive-in audience and online."



Cape  
Argus

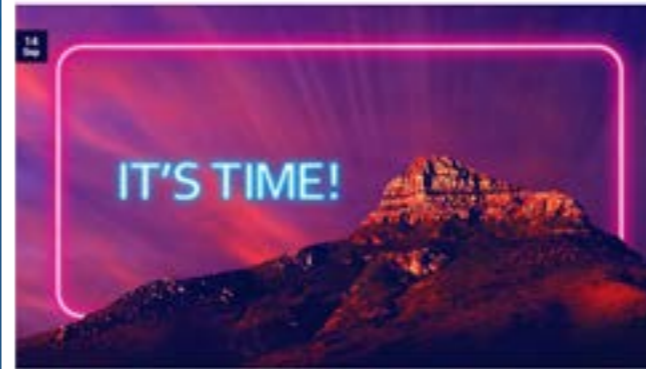
Atlantic  
Sun

# ONLINE

TheW12 Congress received extensive online media coverage – more than 13K listings on a Google search for ‘W12 Congress’

## World's First Drive-In Water Congress

PHOTO: 15 SEPTEMBER 14, 2020 BY TERRY TALING



W12+ WORLD PREMIERE of first socially distanced drive-in for a Waterwise Future for all

It's time to drive in new beginnings

The world's first drive-in convention, in partnership with Mother City Drive-In, is being held on the 22nd October 2020\* in Cape Town in celebration of water, when attendees will be entertained, inspired and moved to identify, nurture and champion the world's most precious resource. The convention aims to drive smart measures for water security and drive out the barriers that prevent access to clean water. The W12+ Drive-In will be kick-started with an online event on October 1. More details about both events will be available soon on the W12+ website and on all social media platforms.

\*Depending on COVID-19 regulations, the October 8 date will be confirmed.

The W12 Congress was scheduled for May 2020, when delegations from around the world intended to visit the mother city and



### DUPONT WATER SOLUTIONS SPONSORING W12+ CONGRESS FOR WATER SECURITY

According to a press release on Wednesday and from the website of African Media Agency:

Cape Town-based African Media Agency (AMA) has announced that it is proud to be a key partner of the W12+ Congress – an international conference and drive-in event to drive smart measures for water security and drive out the barriers that prevent access to clean water.

AMA is a leading African media agency, and its mission is to provide a platform for African voices and stories. The agency is proud to be a key partner of the W12+ Congress – an international conference and drive-in event to drive smart measures for water security and drive out the barriers that prevent access to clean water.

AMA is a leading African media agency, and its mission is to provide a platform for African voices and stories. The agency is proud to be a key partner of the W12+ Congress – an international conference and drive-in event to drive smart measures for water security and drive out the barriers that prevent access to clean water.

AMA is a leading African media agency, and its mission is to provide a platform for African voices and stories. The agency is proud to be a key partner of the W12+ Congress – an international conference and drive-in event to drive smart measures for water security and drive out the barriers that prevent access to clean water.

AMA is a leading African media agency, and its mission is to provide a platform for African voices and stories. The agency is proud to be a key partner of the W12+ Congress – an international conference and drive-in event to drive smart measures for water security and drive out the barriers that prevent access to clean water.

AMA is a leading African media agency, and its mission is to provide a platform for African voices and stories. The agency is proud to be a key partner of the W12+ Congress – an international conference and drive-in event to drive smart measures for water security and drive out the barriers that prevent access to clean water.

## World's First Drive-In Water Congress

W12 refers to cities facing similar water challenges – Sao Paulo, Mexico City, Istanbul, Moscow, London, Bangalore, Beijing, Cairo, Jakarta, Tokyo, Miami and Cape Town.

At the announcement of the W12 Water congress at the V&A Waterfront earlier this year, UNESCO hydrology expert from the University of Arizona, Professor Pablo Garcia-Chevesich, stressed the need for awareness over how rapidly climate change is approaching and its effects of drought, hurricanes, flooding and tornadoes. He urged residents and governments to learn from other parts of the world which have had to adapt in order to survive.

Some of these new technologies and solutions featured in Brave Blue World. The congress launched this new documentary which features Matt Damon, Liam Neeson and Jaden Smith. It paints an optimistic picture of how people are adopting ways to re-think and manage global water and sanitation challenges.

On the lighter side, Mulenberg singer-songwriter and founder of Greenpops, Jeremy Loops performed songs from his latest album Critical as Water between panel discussions by world leaders in water and sanitation.



cape[town]etc

CAPE TOWN FOR CAPETONIANS

[HOME](#)
[NEWS](#)
[LIFESTYLE](#)
[BEST OF THE CAPE](#)
[COMPETITIONS](#)
[PROPERTY NEWS](#)
[CARS](#)

FOR

THE LIFE & TRIALS OF OSCAR PISTORIUS

NOVEMBER 19TH

20:00 CAT

ESPN CHANNEL HD

Experts discuss waterwise solutions at W12+ convention

Published by Kelly Henschel on October 24, 2020

[Facebook](#)
[Twitter](#)

By 2020, around two billion people living in cities will suffer water shortages as the demand for water increases up to 70%, the World Bank reports. Without this life-saving measure for society can survive.

SUMMER SUNSET

STEEP SESSIONS

W12+ newsflare

DRIVE-IN

Brought to you by

Filed on Thursday 22nd October 2020

Cape Town, Cape Town, South Africa

Source: The newsflare, 100%

Water sustainability and conservation organisation hosted a drive-in to water conference at Clifton Beach in order to comply with the country's Covid-19 lockdown regulations.

Conference attendees were provided with gift packs on arrival and cars were spaced as if they were at a movie drive-in. Audio to the event was streamed to attendees via local radio station which they listened into on their car audio systems. Keynote speaker spoke on stage which was a significant distance from

Climate

Choose how and when you'd like to keep updated about climate like this

The long-postponed W12 Water Congress is set to be held in the Mother City as the world's first socially distanced drive-in congress. File picture.

## Water on menu of 'world's first drive-in convention'

By Mwangi Githuthu · Sep 28, 2020

Cape Town - The long-postponed W12 Water Congress is set to be held in the Mother City as the world's first socially distanced drive-in congress.

Originally the event was scheduled for May, but was postponed as a result of the Covid-19 pandemic.

The congress, to be held on October 8, has been hailed as the "world's first drive-in

# SOCIAL MEDIA

From 1 August to 31 October we secured

**1.5 MILLION**  
Impressions

**11 000**  
interactions

*Interactions = number of Twitter mentions, retweets, likes and Facebook comments created for W12  
Impressions = Combined number of potential users that saw any content associated with Twitter and Facebook*



Facebook Likes rose from

**1204**  
to  
**4389**



LinkedIn followers for  
speakers and Partner  
organisations rose with  
more than

**+47%**



Twitter Likes rose by

**+29%**



The W12 Programs YouTube  
account rose with more than

**955%**

*From organizers platforms (SOS/ECOCIV) as well as newly created W12+ owned Platforms*

# WEBSITE(S)

WWW

During the months of August, September and October the website **W12-congress.com** (and from late September 2020) our new website **w12plus.org**

**8 000**  
Visitors

**19 000**  
Page Views

South Africa  
**48%**

USA  
**16%**

Asia  
**12%**

UK  
**6%**

Portugal & Spain  
**3%**

*The statistics highlighted the importance of having a mobile-friendly site.*



**33%**  
mobile interactions



**11%**  
Tablet interactions



**56%**  
Desktop interactions

The synergy between social media and the web site was also proven by the number of referrals. Facebook, LinkedIn and Twitter provided **46%** of referrals to the site. The most visited page was the home page at **20%** of pages views with the next being the live stream and results pages. The web site was a significant step-up from 2019 in terms of look, feel and user-friendliness.

*The event was streamed on FB Live, Embedded websites (W12, Wired, Quicket) and Youtube Live.  
The live web broadcast attracted 7800 views by 6742 unique visitors from 50+ countries.*



*Top 10 streaming Countries include: USA, SOUTH AFRICA, UAE, UK, GERMANY, INDONESIA, ITALY, INDIA, CZECHIA, EGYPT*



## **Water quality, quantity and availability.**

We're on hand with technology and expertise to help you deliver safe water, in the right quantity at the right time. Xylem is your partner to help you solve your challenges across the water cycle, from water treatment and distribution, to water analytics, water leakage management and overall process control.

Xylem.com

0861 XylemSA (9953 672)



Xylem Africa

**xylem**  
Let's Solve Water



# COVID-19 COMPLIANCE

## *Safe Congressing*

Our drive- in event ensured that all staff and guests were properly screened before having access to the site, this included temperature measurements and symptom tracing.

All staff and guests had full access to sanitizer at all touch points.

People did not leave their car at any time during the event, except for bathroom visits and to stretch their legs at a safe distance from other guests.

Queues for the bathrooms were managed and ensured that there was a minimum distance of 1,5 meter between guests.

Each guest was given a personal mini sanitizer bottle.

Food deliveries were individually handled by checked staff directly to guests vehicles.

All staff had strict covid rules to wear mask and gloves at all times.

Ticketing/pre-booking system to manage the number of arrivals.

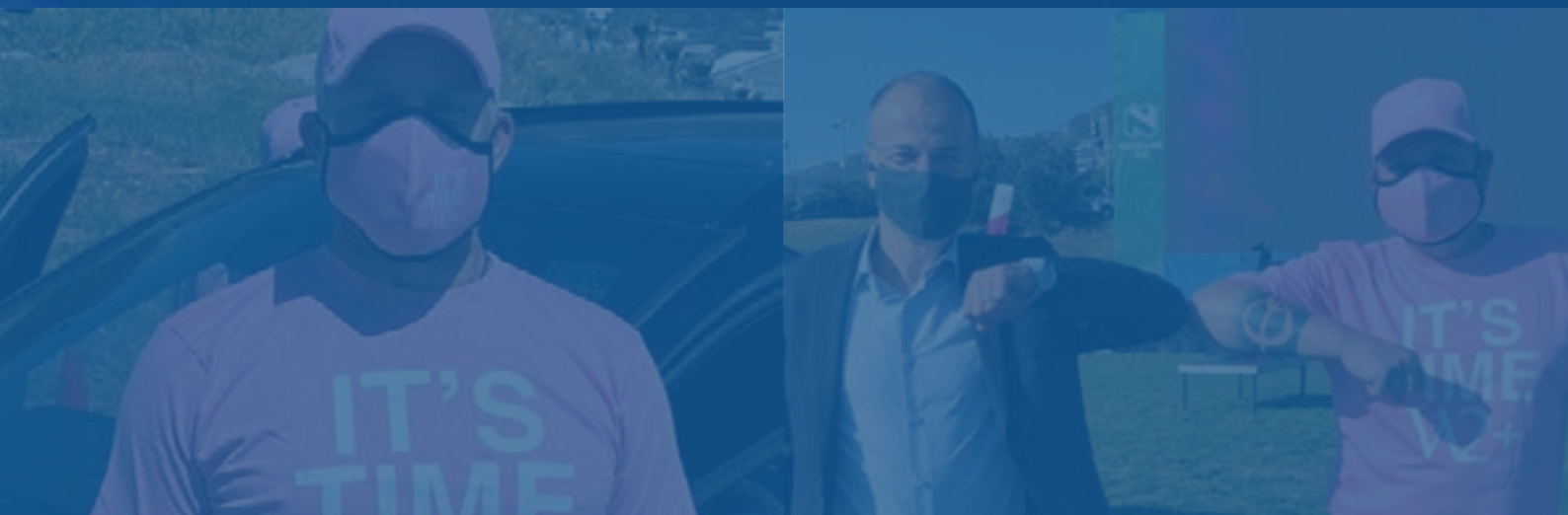
Signage and communication was placed at key points, reinforcing social distancing and other covid prevention messages.

All guests were advised of contact tracing app.

All guests were encouraged and supported in downloading the SA COVID-Safe app.

A post-event meeting was held with the venue's safety and emergency operations coordinator to discuss the event safety measures and to catalogue the covid audit process.

Feedback was requested from participants, partners and staff to share their experience and log their comments on how 'safe' they felt within this new congress concept.



# TOURISM MARKETING

*Partnered & Supported by*



***"A new normal,  
a new way of doing things"***

**ALDERMAN CLIVE JUSTUS**  
Chair of the Portfolio Committee for  
water & waste City of Cape Town



***"The W12 Drive-in Event definitely had a higher profile than  
normal events. I see it going from strength to strength with  
the business community being both positive supporters and  
receiving benefits associated with such a large-scale event."***

**ALAN WINDE**  
Premier of Western Cape



**CAPE TOWN  
& WESTERN CAPE  
CONVENTION BUREAU**  
a division of WESGRO



# LOCAL COMMUNITY SUPPORT

Cape Town, SA businesses and local residents were surveyed post the W12. The survey numbers were relatively low, however the quality of the feedback comments were high showing a strong support for the water related issues and very positive towards opening up for business events in a safe and secure way. The survey also showed a strong support for Cape Town to take a leading role as a worldwide recognized water hub, and that it has a positive effect on the region by creating opportunities for local businesses and increasing the sense of pride in the region.

## *Highlights*

- More International people aware of the Cape Town role fighting the worldwide water crisis.
- The region promoted on a global basis.
- The drive-in setup was a huge improvement compared hosting a traditional event.
- Having world class experts in town. The online panel was world class.
- The live streaming and television coverage.

## *Areas for improvement*

- More people at the drive-in venues – reserved tickets will be released a week prior to the event if not spoken for
- Better promotion of the Drive-in venue and more advertising around town.
- The experts could be recognised more. Make more of a deal about them.
- Engagement between attendees via app or some sort of platform.
- Less “Zoom” feel for panelists.
- More showing of what’s going on.

Brought to you by



NEDBANK  
CIB



DRIVE-IN  
SOLUTIONS



DRIVE-OUT  
FAILURES

Whether it's in manufacturing, growing, refining,  
or simply living – we at DuPont Water Solutions  
know that it's not about the water, but about  
the possibilities that are created from the water.

For some, it's water.  
For us, it's possibility.

Possibility flows with us



Water Solutions

[www.dupontwatersolutions.com](http://www.dupontwatersolutions.com)

# LEVERAGE AND LEGACY



## AMBASSADOR PROGRAMME

The majority of the staff attended the Ambassador Programme run by SOSNPO to help the team provide the best possible visitor experience, by bringing people from previously disadvantaged settlements.



## SCHOOLS PROGRAMME

The schools programme created opportunities for schools and students in Bloekombos to engage with the SDG club.

The students were able to learn about water, employment options in the industry after graduation. They could also meet the partners, take part in the improvement work in the settlements with our partner Xylem Watermark and be actively involved in delivering the event.

A total of seven schools from Bloekombos were involved in the W12 Event. An estimated 120 students assisted, they designed posters, ran a SDG mini conference or volunteered at the Event.

The schools programme was a very successful initiative and has great potential for incorporating more schools and students in future Events.

The Games provided opportunities and support for South African event managers, and technicians to up skill and gain international experience with an International Team of professional partners.

# ENVIRONMENTAL RESPONSIBILITY

This year the W12+ management successfully implemented the International Standard 20131 Event sustainability management systems and ensured that all involved partners were instructed to seek the most environmental friendly solutions.

The event was executed to be Carbon Neutral by offsetting the impact in partnership with Foundation Myclimate, Pfingstweidstrasse 10, 8005 Zürich, Switzerland.

The treatment of waste from the venue was provided by Piscean Cleaning Services & Event Management which provided options of landfill, recycling and organic waste.



# W2+Team

*Chair*

**RENE FRANK**

*The Board*

**PHILIP CLAYTON  
JEREMY FACKENTHAL  
SHELLEY HUMPHREYS**

*Management Team*

**ELLIE LEANING  
VANESSA CANNON  
JUSTIN KEMP**

[www.w12plus.org](http://www.w12plus.org)

*The Board and the W12+ Programs would like to thank our sponsors and partners-  
whether being commercial or not-for-profit for being highly engaged, for showing us  
fantastic support and for the faith they have shown in us.*

*Without their support and commitment the W12+ would not be possible.*



W12+ PROGRAMS BROUGHT TO YOU BY





V O L V O

**Feel the drive.**

It's a beautiful experience.



[www.volvocars.com/za](http://www.volvocars.com/za)

# JOIN



NEDBANK  
CIB

«DUPONT»

GRUNDFOS



xylem



VOLVO



THE WORLD BANK



IFC

International  
Finance Corporation  
WORLD BANK GROUP



CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD

Brave Blue WORLD



CAPE TOWN  
& WESTERN CAPE  
CONVENTION BUREAU  
a division of WESSRO



# W2+

DRIVE-IN

Brought to you by



NEDBANK  
CIB