



How is Wesgro responding to the water crisis?



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an inspiring place to do business

This is everyone's crisis

Driving private / public collaborations

Why we can't "close for business"

In 2016 tourism supported 319 227 jobs (up by 25 508 since 2015)

In 2016 tourists spent R38.8 bn in the local economy (up by R10.2 bn since 2014)

In 2016, investment into the sector amounted to R68.9 bn

Over season; international visitors only add 1+ to the Western Cape population and domestic visitors only add 3,4% to the Western Cape population AN D ADD R5BN to the economy over that season



Shower heads campaign | tourism collaboration



- 250 establishments
- 6 regions
- Minimum of 70m litres per year saved
- True collaboration



HEADS UP

You're using a state-of-the-art water-saving shower head



SHUT IT DOWN

Please turn off the tap while brushing your teeth



SHOWER AND SAVE

Please don't shower for longer than 2 minutes



NO BATHING ZONE

Help us save water by taking a shower



MUST YOU FLUSH?

Only flush when necessary

This water saving initiative was brought to you by the Western Cape Government, Wesgro, CapeNature and Airbnb.



Continued engagement with business leaders

- Hosted a dinner with 60 CEOs, Executive Mayor of Cape Town, Patricia de Lille and Premier of the Western Cape, Helen Zille
- Created a space for engagement and discussion on partnerships between government and business in tackling the crisis together
- Crisis needs a united front from business and government
- Empowering through data and information sharing
- Continued communication