

Media information
4 April 2025.**Building tomorrow's innovators: UNICEF South Africa and BMW Group South Africa launch STEM mentorship drive.**

+++ UNICEF South Africa and BMW Group South Africa launch a pilot STEM mentorship programme, empowering disadvantaged youth +++
The initiative aims to ignite innovation and inspire corporate collaboration in youth development +++

Rosslyn, Pretoria. As South Africa navigates the complexities of a rapidly evolving global economy, UNICEF South Africa and BMW Group South Africa are taking decisive action to equip the nation's youth with the critical skills needed for future success. Launched on 1 April, the STEM for Youth Mentorship Programme marks a significant expansion of their ongoing 'BRIDGE: Educating Young People for Tomorrow, Today' partnership, demonstrating a tangible commitment to supporting the next generation of STEM (Science, Technology, Engineering and Mathematics) leaders.

Empowering future STEM leaders through real-world experience.

This initiative provides young learners from disadvantaged schools in Pretoria North with unparalleled access to mentorship, inspiration, and guidance within the dynamic fields of science, technology, engineering, and mathematics. By immersing these pupils in real-world STEM environments across BMW Group South Africa's business units, including the Midrand campus, BMW Group Plant Rosslyn and the BMW IT Hub South Africa, the programme aims to ignite a passion for innovation and cultivate the 21st-century skills essential for navigating the challenges and opportunities of the future.

A call to collaborative action for youth skilling.

Recognising the urgent need for joint efforts to address youth skilling in South Africa, the programme serves as a powerful call to action for other corporate entities to actively engage in similar mentorship initiatives. Aligned with the B20 Employment and Education Taskforce's advocacy for public-private partnerships, this initiative exemplifies the transformative impact of businesses working alongside policy leaders to create meaningful employment opportunities for all. The overall aim is to reach 50,000 young people between 15 and 21 years old nationally. Within this, 1,000 learners,

from throughout the country, will undergo mentoring/job shadowing with 50 companies.

UNICEF South Africa's vision for unlocking youth potential through collaboration.

Christine Muhigana, UNICEF South Africa Representative adds, "UNICEF is committed to ensuring that every child has the opportunity to thrive. This STEM Mentorship Programme, in partnership with BMW Group South Africa, reflects the power of collaboration in unlocking the potential of young learners. By providing them with access to real-world experiences and mentorship, we are equipping them with the tools they need to succeed in the 21st century. We invite other organisations to join us in this mission, creating a ripple effect of positive change across the nation."

BMW Group South Africa's commitment to investing in South Africa's youth.

"At BMW Group South Africa, we believe in investing in the potential of our youth," says Daniel Bester, Director of BMW Group Plant Rosslyn. "This programme is not just about imparting knowledge; it is about igniting a spark of innovation, particularly in technical fields. It empowers these young minds to become the engineers who will contribute to the future of industries like manufacturing in South Africa and beyond."

Building an inclusive and prosperous future through STEM skills.

The STEM for Youth Mentorship Programme will run across BMW Group South Africa's business units in 2025, offering learners invaluable hands-on experience and direct interaction with industry professionals. It is designed to cultivate critical thinking, problem-solving, and innovation skills, paving the way for a more inclusive and prosperous future for South Africa.

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Date 4 April 2025

Subject Building tomorrow's innovators: UNICEF South Africa and BMW Group South Africa launch STEM mentorship drive.

Page 3

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In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

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